



JOB TITLE: Communications Specialist
DEPARTMENT: Marketing and Communications
REPORT TO: Senior Manager of Marketing and Communications
SALARY GRADE: 103
SALARY RANGE: DOQ (\$49,151 - \$51,000 annually)

LAST REVISION DATE: 06/2021
EEO: Professional
FLSA: Exempt, Full-time

SUMMARY - The Communications Specialist develops materials and interacts with internal and external stakeholders to build relationships within the organization and promote the brand externally. This position will manage written and produced content (approved by the Senior Manager of Marketing and Communications) for the organization by developing social media posts, email marketing messages, news releases, agency newsletters, videos, blog articles, Rider Alerts and other marketing communications materials. The Communications Specialist serves as the managing editor for the agency's Hop on Board blog and provides content updates for DCTA's website as assigned.

This position will conduct traditional public relations duties such as news release distribution, media interview and talking points coordination, research and reporting, media list development and upkeep, editorial calendar and award nominations development and media relations activities as appropriate. The Communications Specialist reports directly to the Senior Manager of Marketing and Communications and manages the social media intern when applicable.

ESSENTIAL FUNCTIONS: *Essential duties and responsibilities include the following. Other related duties as assigned.*

Public & Media Relations

- Assists with developing the strategic media relations annual plan
- Develops and manages an annual editorial calendar to garner proactive media placements
- Creates and distributes key messaging, news releases, media alerts, pitches, and case studies to both internal and external audiences
- Manages and updates Media Center on the DCTA website and uploads all news releases and articles accordingly
- Serves as an official media contact with availability after work hours when necessary (nights and weekends)
- Develops and coordinates placement of proactive messages about DCTA in local, regional and public industry news outlets
- Manages all media inquiries in a timely and responsive manner and coordinate interviews and talking points for appropriate DCTA spokespersons
- Assists with the management of crisis communications planning and execution
- Manages Cision Public Relations software system, vendor relationship and budget
- Responsible for development, tracking and reporting of all media relations activities for campaigns and monthly reports
- Assists with managing all internal and external photo and video requests
- Maintains all media lists and updates consistently with accurate contact information
- Manages DCTA award nominations development and submissions
- Stays abreast of all public relations trends to ensure DCTA is implementing current best practices
- Collaborates with internal departments and external partners on projects and assignments as assigned by the Senior Manager of Marketing and Communications

Social Media and Content Marketing

- Manages all DCTA social media platforms (Hop on Board blog, Twitter, Facebook, YouTube, and LinkedIn) to support traditional marketing and communications efforts, and adhering to DCTA's social media guidelines
- Manages the development and execution of the social media editorial calendar to ensure content is produced and published in a timely manner
- Executes social media campaigns, advertising on social channels, contests and activities
- Manages all social media software vendors and budgets
- Develops various types of content for all DCTA social media platforms to increase visibility, grow following and garner consumer engagement (memes, gifs, videos, etc.)
- Serves as DCTA's Hop on Board blog managing editor and assigns monthly article assignments to the team, manages yearly editorial calendar planning and reporting
- Responsible for day-to-day social media monitoring, ensuring timeliness of response to inquiries and complaints posted on DCTA's social media platforms
- Identifies and engages key influencers to build brand awareness and overall impressions
- Attends DCTA and assigned partner events to garner content for social media promotion
- Serves as DCTA's primary photographer and videographer, taking and editing photos and videos for various communications and marketing activities
- Organizes and maintains DCTA's library of social graphics and video content
- Develops, tracks, and reports on social media metrics to evaluate effectiveness of DCTA campaigns and initiatives for monthly reports
- Keeps abreast of social media trends, developments and emerging platforms to ensure DCTA maintains an optimal social channel mix
- Collaborates with internal departments and external partners on projects and assignments as assigned by the Senior Manager of Marketing and Communications

Email Marketing

- Manages GovDelivery email marketing vendor and budget
- Develops and distributes Rider Alerts to passengers adhering to DCTA's Rider Alert guidelines
- Tracks Rider Alert messages distributed by DCTA's Ops Team to ensure all alerts follow DCTA's Rider Alert guidelines
- Develops and distributes various email marketing messages to subscribers adhering to DCTA's email marketing strategy guidelines
- Responsible for campaign and monthly tracking and reporting for all email marketing messages
- Manages and updates email marketing projects such as the welcome campaign, subscriber questionnaire, A/B testing efforts and others as assigned
- Keeps abreast of email marketing trends to ensure DCTA is implementing current best practices
- Ensures proper standard operating procedures of Rider Alert distribution and coordinates necessary trainings across the agency and service providers

Other

- Represents the agency at a variety of public events, including presentation/speaking opportunities
- Collaborates with graphic designer in the development of required job responsibilities
- Researches assigned project and programs to meet agency goals and objectives

- Assists with the coordination and implementation of marketing and communications campaigns and projects such as special promotions, events, open houses, etc.
- Manages assigned project budgets and procurement processes
- Manages and defines responsibilities for social media intern (if applicable)
- Other projects and assistance as assigned

The ideal candidate will:

- Be incredibly detail-oriented, have strong time management skills, and possess effective communication skills
- Posses strong organization, documentation, research, and analytical skills
- Possess a positive attitude, and practices good judgement, while open to receiving/providing feedback
- Hold the ability to get along with others, individually and in a large group. Has the desire to care for the organization's well-being and for the co-workers he/she interacts with. Interested in partaking in group development and team building activities
- Be open to collaborate and work in a team-oriented and helping environment
- Possess an influential and welcoming communication style
- Foster a culture that values critical thinking and problem solving; and encourages constructive feedback, engagement, inclusion, and diversity at all levels

REQUIREMENTS TO PERFORM WORK

Knowledge, skills, and abilities required:

- Must be motivated and hardworking
- Bring creativity and dynamic design experience to all assigned projects
- Ability to follow company brand guidelines and templates
- Knowledge of Cision software preferred (or other PR online software)
- Proficient in Microsoft Excel and Word
- Knowledge of online video software (We Video, Vyond, etc.)
- Successfully work alongside all agency departments, leadership, and partners
- Must be detail-oriented and a well-organized self-starter
- Ability to work on multiple projects simultaneously in a deadline driven environment, while producing a variety of high- quality content
- Comfortable working in a fast-paced environment

EDUCATION AND EXPERIENCE *(Any equivalent combination of education and experience)*

Associate's or Bachelor's degree from an accredited college or university, with major coursework in Public Relations, Marketing, Communications or Journalism. Minimum of three (3) years of professional marketing, communications and/or public relations experience. Public transportation or public sector experience is a plus.

Special Requirements: *Hold a current valid Texas Driver's Licenses or have the ability to obtain one upon entry into the position.*

PHYSICAL ACTIVITIES: Physical activity includes, but is not limited to: On a continuous basis, sit at a desk for long periods of time; use a computer and monitor for long periods of time, intermittently twist and reach office equipment; write or use keyboard to communicate through written means; lift moderate weight; reaching above the waist, reaching below the waist, and reaching waist to shoulder to reach inventory on shelves; repetitive motion and fingering when using computer keyboard; occasionally driving short and long distances for meeting attendance; data collection, observation of transit projects and operations during field work; and talking and hearing when dealing with customers, vendors, etc. Occasionally required to be mobile, bend, stoop, reach, and occasionally lift objects weighing

25 pounds such as files, supplies, and large reference books. Must have the mental and visual ability to read and write semi-complex materials such as reports, reference manuals, and instructions.

Additional perks and benefits that accompany part-time employment with DCTA:

- Telecommuting options available, after successful completion of your six-month probationary period and if suitable for your position.
- Flexible office hours are permitted, given a regular 8-hour workday that brackets the agency's core hours from 9:00am – 4:00pm (i.e. 7:30 am to 4:30pm, or 9:00am to 6:00pm). These flex hours are coordinated with your supervisor.
- One 8-hour paid day off for your birthday.
- Employee portions of Medical and Dental benefits are 100% paid by the employer.
- If you have utilized a Proportionate Retirement Program in the past, the service time transfers to DCTA's retirement system, TCDRS. The following systems apply:
 - Texas Municipal Retirement System (TMRS)
 - Employees Retirement System (ERS)
 - Judicial Retirement System of Texas (JRS)
 - Teacher Retirement System of Texas (TRS)
 - City of Austin Employees Retirement System (COAERS)
- Expanding time-off accruals: 12 days of vacation time accrued for the first year, increasing by one day each year, with a max of 17 days annually. Additionally, employees earn 12 days of sick time each year, 1 personal day, 2 floating holidays, 1 birthday, 8 fixed holidays, and the ability to earn two additional days off through the Wellness Program.
- Regional transit passes (bus and rail) for you and your immediate family.
- DCTA strives to continually improve our Servant Leadership culture. We pride ourselves in having an open, caring, and communicative community of employees, with the drive to help build each other up.
- Flexible dress code: business casual, allowing jeans every day (unless otherwise specified for external/special meetings, events, etc.).
- Extensive Wellness Program, including several opportunities to volunteer with the agency, sporadic lunch and learn events, chair massages, the potential to earn two extra days off each year, and continual efforts to improve wellness throughout the agency.