



JOB TITLE: Community Relations Coordinator
DEPARTMENT: Marketing & Communications
REPORT TO: Community Relations Manager
LOCATION: Lewisville, Texas
SALARY GRADE: Level 102
SALARY RANGE: DOQ (\$41,696.00 - \$52,120.00 annually)

LAST REVISION DATE: 09/2021
FLSA: Exempt, Full-Time
EEO: Professional

PURPOSE OF JOB

The Community Relations Coordinator will organize community outreach programs and special events that will influence public opinion, brand awareness and services of DCTA. This includes assisting with the execution of marketing and communications campaigns and activities as assigned. The incumbent will represent DCTA at community events and conduct research and reporting to support the strategic initiatives of the department. Responsible for additional duties as assigned.

The position will support various marketing and communications efforts on behalf of the Community Relations team including but not limited to content development, social media assistance, video development, etc. In addition, the Community Relations Coordinator will serve as a backup media contact for the Public Involvement and Communications team. The Community Relations Coordinator reports directly to the Community Relations Manager.

ESSENTIAL FUNCTIONS

Community Outreach

- Assist with the development and management of a business distribution database of community organizations
- Work with member cities, local chambers of commerce offices, convention and visitors' bureaus, and other community businesses to ensure DCTA representation on partner calendars, websites, newsletters, etc.
- Support agency campaigns with strategic community outreach, including distribution of campaign materials throughout the community
- Assist with the planning, execution, facilitation, and reporting to support the agency's Community Outreach Efforts and Public Involvement Plan
- Assist with the coordination of brand ambassadors for campaign-related deployments
- Assist with the agency's safety education outreach
- Coordinate all university events including but not limited to orientation
- Coordinate and facilitate all Rail Safety Program requests
- Regularly distribute appropriate DCTA collateral to participating organizations and manage collateral inventory

Events

- Coordinate promotional items inventory, maintain storage unit and assist Community Relations Manager with annual budget and tracking
- Prepare invitations, goody items, food delivery, and all other details for internal and external events
- Oversee all employee communications regarding activities
- Oversee set-up, operations, and teardown of materials at events; review event budgets

Sponsorship Marketing

- Assist with all aspects of event marketing and sponsorship coordination
- Assist with the preparation of all print materials, event supplies, promotional items and other required materials

- Support event marketing efforts on site as a DCTA representative for all promotional booth activities
- Coordinate and schedule school tours, outings, field trips, and other educational opportunities as assigned by the Community Relations Manager

Discount Pass Programs

- Provide administrative support for all discount pass programs, including but not limited to sales outreach, direct mailers, contracts, fare media creation and delivery, and invoices
- Assist with routine updates and the management of the Employee Pass Program business database
- Conduct appropriate research to support outreach efforts for all discount pass programs
- Actively communicate the details of the agency's discount pass programs at events and community outings

Marketing and Communications Efforts

- Assist with departmental marketing and communications activities as assigned
- Contribute written content to the DCTA Hop on Board blog
- Coordinate with marketing staff on the Community Outreach e-newsletter and social media
- Coordinate with marketing staff on the development and execution of marketing materials, videos, written content, etc. for all community outreach programs, projects, sponsorships, etc.
- Participate in department-wide research, campaign development, execution and reporting
- Assist the Community Relations Manager with project support activities such as contract administration, procurement, reporting, community relations and administration support services

Knowledge of:

- Principles, methods and practices of marketing, communications, event coordination and public involvement
- Digital marketing and event coordination management
- Modern office methods, procedures and computer equipment
- Microsoft Office suite including Word, Excel, PowerPoint and Outlook
- English usage (AP Style), spelling, grammar and punctuation
- Principles and practices of routine analytical research
- Adobe Creative Suite, including Illustrator, Photoshop and InDesign a plus
- Other job specific software as required
- Existing community contacts (non-profit or university-based) in the Dallas/Fort Worth area a plus
- Understanding of local university colleges preferred

Ability to:

- Communicate clearly, concisely, and effectively, both orally and in writing, with all internal and external stakeholder, including the general public
- Understand the organization and operation of the DCTA and of outside agencies as necessary
- Understand and follow oral and written instructions;
- Prepare draft reports and general correspondence;
- Compile and maintain complex and extensive records;
- Explain and problem solve office issues for the public and with staff;
- Preserve confidentiality of sensitive material routinely encountered as part of work assignments;
- Operate and use modern office equipment including personal computers;
- Establish and maintain effective working relationships with businesses, educational groups, public, etc;
- Work under time pressures to meet deadlines
- Operate a DCTA-owned vehicle, when necessary (vehicle would never be larger than a passenger van)
- Work nights and weekends, as needed

Core Qualities:

- Ability to lead with a positive attitude and exhibit friendly behavior with everyone they encounter
- Ability to use his/her time effectively and efficiently and own the responsibilities of his/her position and responsibilities. Values time management and organization.
- Ability to identify and concentrate on his/her efforts priorities.
- Ability to stay organized, efficient and self-directed. Can manage a broader range of activities than assigned. Has a desire to own his/her job.
- Ability to be action-oriented. Not fearful of acting with a minimum of planning or supervision.
- Ability to be driven with energy for the things he/she sees as challenging. Seizes all opportunities.
- Ability to use logic and methods to solve difficult problems and identify effective solutions. Is comfortable with analysis. Looks beyond the obvious and discovers answers before asking first-line questions.
- Ability to write clearly and succinctly in a variety of communication settings and styles. Can communicate effectively with the result in mind.
- Ability to understand a new industry, company or product. Can learn new skills and gain new knowledge.
- Ability to be dedicated to meeting the expectations and requirements of internal and external customers. Immerses himself/herself in customer information and uses it to troubleshoot requests and to impact improvements in products and services. Acts with the customer in mind.
- Ability to work in a highly-driven team environment. The desire to assist others with the completion of projects and responsibilities with the end goal in mind always.

The ideal candidate will:

- Possess a positive attitude, and practices good judgement, while open to receiving/providing feedback
- 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

EDUCATION AND EXPERIENCE

Associates or Bachelor's degree from an accredited college or university, with major coursework in Marketing, Communications, Journalism, Public Administration or related field. Equivalent to two (2) years of increasingly responsible, professional work experience directly related to campaign development/execution, event marketing, and graphic design. Public transportation or public-sector experience preferred.

Special Requirements: Hold a current valid Texas Driver's License or can 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; intermittently twist and reach office equipment; write or use keyboard to communicate through written means; run errands; lift moderate weight; standing for long periods of time; 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; talking and hearing when dealing with customers.

This position requires regular strenuous activity, including but not limited to:

- Packing and unpacking a vehicle
- Moving boxes of varying weights
- Event set up and teardown including the movement of tents, tables, chairs, signage, boxes, etc.
- Routine trips to a storage unit
- Routine organization/labeling of storage unit items

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

- Telecommuting options available, 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.