

SPOKANE TRANSIT
POSITION DESCRIPTION
for
COMMUNICATIONS SPECIALIST

NATURE OF WORK

The Communications Specialist will support all aspects of communications, public relations, social media, advertising, marketing, website maintenance, promotions, and administration/workflow management of the department. Reporting to the Director of Communications and Customer Services, *the emphasis of this Communications Specialist position is to support STA's efforts with regard to Public and Employee Outreach, Media Relations, Social Media, Community Relations and Events.*

The Communications Specialist also supports the Communications Department with the development and production of a variety of promotional materials to inform the public on Spokane Transit's services; and motivational and educational materials to facilitate in-house communications between various Spokane Transit departments; maintains and develops website content; and performs other related work as assigned. Duties require incumbent to exercise judgment and make decisions within the limits of established policies, procedures and guidelines. Incumbent will travel to off-site locations.

Work requires the use of modern computer equipment, cameras and related equipment used in the graphic design of brochures, flyers, schedules, newsletters, advertisements and publications. Work requires considerable independent interaction with STA personnel, community personnel, vendors, and others contacted in the course of work.

SUPERVISION

Position receives general supervision from the Director of Communications and Customer Service.

ESSENTIAL FUNCTIONS

Position assists with all aspects of communications, public relations, advertising, marketing, website maintenance, promotions and administration of the department.

Strategic Communications Planning

The Communications Specialist is responsible for execution and evaluation of strategic communications plan that adhere to leadership defined goals. Responsible for consistent brand application and adherence in all communications functions.

Public and Employee Outreach

Work with Director of Communications and Customer service to develop and implement public outreach strategies and processes that allow for public input and feedback on Spokane Transit initiatives. Define key stakeholders and audience groups; develop supportive materials including web content, printed materials, survey instruments, public displays, open house materials and presentations to involve citizens in conversations. Execute in-house events and communication tools that encourage employee engagement in organizational initiatives.

Social Media

Implement and monitor social media strategic that encourage public participation and dissemination of information on behalf of STA.

Media Relations

Develop press materials for the purpose of gathering and disseminating accurate and timely information to the press and publicity regarding STA's mission, services, programs and practices in a positive, consistent and credible manner.

Community Relations/Events

Coordinate all Spokane Transit/Community Events activities including Bloomsday, Hoopfest, Valleyfest, 1st Night and other community activities as they arise, working closely with community agencies

Product and Research Development

Designs, develops and produces a variety of promotional materials to inform the public and publicize Spokane Transit's services; and creates and develops informational, motivational and educational materials to facilitate in-house communications between various departments.

Examples of Duties

Serves as STA's liaison to various community boards, task forces, and committees. Works closely with various community agencies on events and activities of shared interest. Makes presentations on STA's behalf, as needed.

Assists in the production of various materials such as fact sheets, media releases and support materials for media activities, newsletters and news stories for trade publications. Prepares media report analysis. Produces slides and information for internal distribution on monitor display system "STA-Informed".

Assists with customer communications such as letters, rider alerts, newsletters, brochures and other informational pieces.

Assists in the development and oversight of attitudinal and demographic surveys. Consults with various reference sources and conducts personal interviews to ascertain specific needs.

Assists in planning and organizing promotional events including budgets, event design and development, planning for participants and guests, media notification, invitations, and internal communications.

Assists with the creation of promotional materials including banners, brochures, maps, timetables, bus cards, posters, billboards and advertisements to promote Spokane Transit's services.

Maintains and updates Spokane Transit's website; responds to all correspondence arriving via website; load all news releases onto website.

MINIMUM REQUIREMENTS

Training and Experience: A Bachelor's degree from an accredited college or university, in marketing, communications, public relations, journalism or a related field of study and five years professional work experience in the development and implementation of public relations and marketing strategies and programs. Experience may be substituted for the education requirement up to two years.

Technical Experience: Basic understanding of Adobe Creative Suite of products and InDesign, Photoshop and Illustrator experience is required. Website content management experience is desirable.

Physical Capabilities: Primary functions require sufficient physical ability to work in an office setting; stand or sit for prolonged periods of time; operate office equipment including extensive use of a computer keyboard; push, pull, lift, and/or carry light amounts of weight.

Vision sufficient to see in the normal visual range with or without correction; to read computer screens and printed documents; and to operate assigned equipment.

Hearing capabilities in the normal audio range with or without correction.

Must be able to exert up to 20 pounds of force occasionally and/or a negligible amount of force constantly to move objects.

Must be able to perform repetitive motions of wrist, hands and/or fingers.

SELECTION FACTORS

Ability to quickly learn the operations, services and activities of a comprehensive public relations and marketing program.

Knowledge of marketing principles and practices.

Knowledge of public relations and social media principles and practices.

Methods, techniques and equipment used in graphic arts design.

Knowledge of photographic principles and practices.

Knowledge of methods and techniques of conducting research.

Knowledge of community demographics.

Knowledge of modern office management techniques, procedures, machines and business English and arithmetic and statistics.

Knowledge of pertinent Federal, State and local codes, laws and regulations.

Knowledge of methods, techniques and equipment used in graphic arts design; operation of a computer with various programs; photographic principles and practices; and design principles.

ABILITY TO

Ability to create, develop, edit and produce a variety of promotional, informational, motivational and educational materials.

Ability to operate computers, printers, cameras and other equipment used in graphic arts.

Ability to communicate effectively both verbally and in writing, and to write and edit technical and popular styles.

Ability to meet schedules and timeliness.

Ability to learn rapidly the activities, policies, and procedures related to the duties and responsibilities of the Director of Communications and Customer Service.

Ability to manage the workflow of the department, keep complex records, compose correspondence and perform routine office management duties with little or no supervision.

Ability to establish and maintain courteous and tactful public employee relations.

Ability to attend scheduled evening meetings as required.

Ability to handle stress and continue to perform all duties and provide service to the public and STA's employees in a courteous, responsible and timely manner.

Ability to maintain confidentiality of sensitive information.

Ability to represent Spokane Transit in a professional and positive light to the community.

Ability to provide excellent service to all customers both internally and externally.

Ability to display and practice STA's Core Values in the work place.

WAGE

In accordance with Spokane Transit's Salary and Compensation Policy.