



SPOKANE REGIONAL TRANSPORTATION COUNCIL
Communications and Public Relations Coordinator

MISSION: Develop plans and programs that coordinate transportation planning in the Spokane Region.

VISION: The Spokane region possesses the best multi-modal / multi-jurisdictional transportation network that optimizes safety, capacity, and efficiency in the movement of people and goods for a region of our size.

ORGANIZATIONAL VALUES: Regional Leadership
Transparency

Collaboration
Inclusiveness

Accountability
Integrity

Innovation

JOB TITLE:
Communications and Public Relations Coordinator

STATUS: Full-time; Non-Exempt

REPORTS TO: Executive Director

DIRECT REPORTS: None

ROLE SUMMARY:

The Communications and Public Relations Coordinator serves as the key architect in developing an effective communications strategy for SRTC as a service organization in the Spokane region. The position communicates and coordinates MPO activities with a variety of external audiences including individuals, community groups, residents, business leaders, elected officials, and the media. Responsibilities include:

- Develop and execute a communication strategy to support the agency's mission and vision.
- Implement proactive communications involving diverse techniques including in-person events and social media platforms.
- Build business and advocacy group relationships and expand the visibility of the organization.

This position also works closely with agency leadership and staff to develop and implement effective communication activities and public engagement programs that create opportunities for enhanced public participation and consultation in metropolitan planning processes. Responsibilities include:

- Design engagement materials and strategies to foster effective public participation into the agency's planning activities.
- Work with staff to effectively integrate outreach activities into their routine planning activities and projects.
- Assist staff in implementing equitable and tailored outreach strategies as identified in SRTC's Public Participation Plan.

The following description outlines the role and its alignment with SRTC's Mission, Vision and Values. These lists contain the essential job duties, functions and expectations. However, these are not necessarily all-inclusive. Employees may be required to perform other duties as assigned:

COMPETENCIES:

1. Professional / Inter-Personal Communications: Communicating effectively as appropriate for the needs of the audience (by phone, in written form, e-mail, or in person).
2. English Language: Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar.
3. Clerical: Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, designing forms, and other office procedures and terminology.
4. Critical Thinking, Sound Professional Judgment and Decision Making: Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions or approaches to problems. Considering the relative costs and benefits of potential actions to choose the most appropriate one.
5. Service Orientation: Actively looking for ways to help people. Delivers and models the highest level of external (and internal) customer service with all stakeholder interactions.

6. Computers and Electronics: Intermediate working knowledge and skill operating technology/computer-based work programs/software commonly used within professional settings.
7. Time Management: Managing one's own time and the time of others.

RESPONSIBILITIES & DUTIES:

- A. Maintain and implement a proactive, strategic, effective and measurable community engagement program as identified in the SRTC Public Participation Plan.
- B. Develop and implement innovative techniques to effectively communicate and engage various members of the community, including underserved communities in MPO activities.
- C. Recommend updates to SRTC outreach and communication policies as necessary to reflect changing conditions in public participation.
- D. Work with Administrative support staff to develop and maintain a robust database of contacts to include news media, business leaders, chambers of commerce, advocacy groups and others at a local, regional, and national level.
- E. Develop and implement public involvement plans for major projects conducted by SRTC, to ensure techniques to involve the public are tailored to meet the unique needs of the project.
- F. Work with Administrative staff to maintain SRTC's website(s) with current information and to coordinate updates as needed.
- G. Develop a proactive communication strategy of regularly scheduled messaging including social media, constant contact and public service announcements.
- H. Plan, schedule, and coordinate SRTC representation and logistics at community events and in meetings to raise the visibility of the organization, including evening and weekend events as needed.
- I. Coordinate with staff to produce items such as newsletters, brochures, infographics, and other outreach materials.
- J. Work with project managers to develop and implement outreach strategies for planning projects such as surveys, email or paper mailings, and support for public and stakeholder meetings.
- K. Gather, track, and analyze data that demonstrates program effectiveness and report activity on an annual basis.
- L. Works with Administrative staff to prepare and submit legal notices for advertising in local papers.
- M. Travel to meetings in various locations.
- N. Attend evening and weekend meetings, as required.
- O. Exercise of discretion and independent judgment with regards to matters of significance for the organization.
- P. Prepare the annual Title VI reporting on all public involvement activities.
- Q. Work with staff to improve imaging and branding materials.
- R. Provide support to develop and maintain government and business relationships.
- S. Deliver presentations to the SRTC Board, committees, and community groups as needed.
- T. Perform other duties as assigned.

MINIMUM QUALIFICATIONS:

[Note: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, certification, licensing experience, knowledge, skill and/or ability required. A combination or accumulation of applicable work-related experience and/or education may be recognized as sufficiently meeting the pre-requisites outlined below.]

Required Experience:

- A. 3+ years' successful professional experience in communications, public relations, community engagement or comparable activities.

Preferred:

- a. Variety of field related experience, and diversity of perspective
- b. Public sector / non-profit experience
- c. Multi-lingual

Required Credentials:

- B. Graduation from a 4-Year accredited college or university with a bachelor's degree related to Communications, Public Relations, or a related field.

Required Knowledge, Skills & Abilities:

1. Must be able to communicate effectively in large and small group settings.
2. Working knowledge of community engagement approaches or principles
3. Working knowledge of audiovisual equipment such as portable laptop computers, projectors, and DVD players data collection techniques, technical writing.
4. Skilled with creative problem-solving and identification of relevant information to solve poorly defined problems
5. Ability to translate technical information for non-technical audiences
6. Skilled in project management, and training others: proficient with comprehending project needs, developing strategies based on general problem statements and interacting with management, planners and other staff
7. Ability to work on several projects or issues simultaneously
8. Ability to attend evening and weekend meetings, when required

MENTAL & OTHER SKILLS/ABILITIES: For an employee to succeed in this position they must have:

- A. **Adaptability:** ability to adapt to changes, delays or unexpected events in the work environment; ability to manage competing demands and prioritize tasks; ability to change approach or method to best fit the situation.
- B. **Analytical Ability:** ability to maintain focus for extended periods of time; ability to complete research projects with resourcefulness and persistence; ability to synthesize complex or diverse information; ability to use intuition and experience to complement existing data.
- C. **Attendance:** ability to consistently arrive and be able to work as scheduled.
- D. **Computer/Technical Ability:** working knowledge of:
 - a. Word Processing software
 - b. Spreadsheet software
 - c. Internet software
 - d. Design Software

- E. Dependability: ability to follow instructions, both in written and verbal format; ability to respond to management direction; ability to complete tasks on time or notify the appropriate person with an alternate plan when necessary.
- F. Interpersonal Skills: ability to maintain satisfactory relationships with others, excellent customer service skills and a good overall understanding of appropriate human relations. Awareness of and sensitivity to the service population's culture and socioeconomic characteristics.
- G. Judgment: ability to make prudent and timely decisions; ability to exhibit sound and accurate judgment; ability to explain reasoning for decisions.
- H. Language Ability:
 - a. High Ability: ability to read, analyze, and interpret periodicals, professional journals, technical procedures, or governmental regulations; ability to write reports, business correspondence, and procedure manuals; ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public.
- I. Problem Solving Ability: ability to identify and/or prevent problems before they occur; ability to formulate alternative solutions to problems when necessary; ability to transfer learning from past experiences to new experiences of similar nature.
- J. Quality Management: ability to complete duties, on time and with absolute precision, at least 95% of the time; ability to edit the accuracy and thoroughness of one's work as well as the work of others; ability to constructively apply feedback to improve performance, ability to generate ideas to improve and promote quality in work.
- K. Reasoning Ability:
 - a. High Ability: ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists; ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form.

PHYSICAL DEMANDS & WORK ENVIRONMENT

[Note: The physical demands described here are representative of those that may be required by an employee to successfully perform the essential functions of this job. Reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.]

This position works primarily in an office-based environment; however, outreach events may involve attendance at outdoor activities. Frequent and continuous physical activities include: Sitting, typing, writing, hearing, listening, and talking, bending, stooping, and lifting up to 25 pounds. This role is typically protected from weather conditions or contaminants, but not necessarily during off-site events where there may be exposure to temperature fluctuation and large crowds.

EEO STATEMENT

SRTC is an Equal Opportunity Employer. SRTC does not discriminate based on race, religion, color, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin, veteran status or any other basis covered by appropriate law. All employment is decided based on qualifications, merit, and business need.

STATEMENT OF INTENTION AND ACKNOWLEDGEMENT:

The above statements are intended to describe the general nature and level of work being performed by the individual assigned this position. This job description is not intended to be an exhaustive list of all responsibilities, duties and skills of the personnel in this position.

I have read and accept the duties and responsibilities as outlined. I have also been given the opportunity to discuss any questions or concerns regarding any or all the above directly with my supervisor prior to signing this document. Further, I agree to notify my supervisor immediately if I am unable to fulfill any or all the duties as outlined above.

I understand that SRTC reserves the right to revise or change this job description as the need arises.

I have reviewed this job description and received a copy.

Incumbent Signature: _____

Date: _____

Print name: _____