



METRO Regional Transit Authority

Public Relations Specialist

Department: Public Relations & Marketing

Classification: Non-Exempt

Safety Sensitive: No

Position Summary: This position is responsible for communicating a variety of messages to both METRO employees and the public.

Reporting Relationships:

Position Reports to: Director of Public Relations & Marketing

Direct Report By Title:

Indirect Reports by Title:

Number of Reports: Direct 0 Indirect 0

Essential Job Functions:

To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions described in this position description. Since every duty associated with this position may not be described herein, employees may be required to perform duties not specifically spelled out in the job description, but which may be reasonably considered to be incidental in the performing of their duties just as though they were actually written out in this position description.

Job Responsibilities:

- Design produces newsletters.
- Coordinates and participates in local shows
- Creates social media content and posts on a variety of platforms
- Tracks industry-related articles from newspapers, journals and the internet
- Gives presentations to local school and community groups
- Develops in-house presentations

- Designs posters and/or on-board notifications
- Plans company events, prepares press releases and proofs company literature
- Designs and distributes METRO advertisements and brochures and other company literature.
- Coordinates with printers and advertising agencies and coordinates website
- Provides support for purchasing ad space
- Performs other related duties as assigned along with regular attendance required.
- Be able to work evenings, nights, and weekends as assigned.

Physical Requirements & Working Conditions: Job requires incumbent to sit stand, and talk/listen and infrequently (less than 1/3 of working time) lift up to 15 pounds. Must be able to focus clearly as 10 inches or less for fine detail work, and be able to identify and distinguish between shades of colors. Work is typically performed indoors and is subject to pressure from deadlines.

Required Skill Sets:

Occupational/Technical Skills:

- Ability to use desktop publishing, graphic design, word processing and selected job-specific software
- Ability to properly and creatively capture photographic images

Administrative Skills and Interpersonal Skills:

- Ability to organize work, set priorities and meet critical deadlines with a minimum of direction
- Ability to research, compile and summarize a variety of informational and statistical data and material to determine problem scope
- Knowledge of administrative principles and practices including goal setting and goal implementation
- Knowledge of techniques of effective time management
- Ability to keep clear and accurate records and reports
- Ability to design reports and records, or redesign current reports and records as conditions warrant

Cognitive Skills:

- Ability to perform standard business arithmetic, including percentages and decimals
- Ability to read, analyze and interpret professional periodicals and journals, technical procedures, and government regulations
- Ability to apply logical thinking to solve practical problems
- Knowledge of report generation
- Ability to interpret a variety of instructions in written, oral, diagram or schedule form
- Ability to use a computer terminal to accurately and rapidly enter and retrieve data and information
- Knowledge of modern office methods, procedures, equipment and standard clerical techniques
- Knowledge of record keeping, report preparation, filing methods, and records management techniques
- Knowledge of analytical skills necessary to develop and implement mission, goals and procedures

- Knowledge of basic budgetary principles and practices
- Ability to demonstrate initiative and independent judgment
- Ability to demonstrate initiative and independent judgment

Communication & Interpersonal Skills:

- Ability to perform standard business arithmetic, including percentages and decimals
- Ability to read, analyze and interpret professional periodicals and journals, technical procedures, and government regulations
- Ability to apply logical thinking to solve practical problems
- Knowledge of report generation
- Ability to interpret a variety of instructions in written, oral, diagram or schedule form
- Ability to use a computer terminal to accurately and rapidly enter and retrieve data and information
- Knowledge of modern office methods, procedures, equipment and standard clerical techniques
- Knowledge of record keeping, report preparation, filing methods, and records management techniques
- Knowledge of analytical skills necessary to develop and implement mission, goals and procedures
- Knowledge of basic budgetary principles and practices
- Ability to demonstrate initiative and independent judgment

Experience and/or Educational Requirements:

Position requires four-year degree; three to five years of relevant experience; or any combination of education, training and work experience which provides the required skill sets to perform the essential functions of the job. Sharing one goal, one mission. Keeping commitments. Giving more than is expected, willingly, without hesitation and without direction.

Core Values:

Teamwork:

- Demonstrating teamwork in and across departments
- Treating everyone with respect
- Recognize that the team is greater; much more than the collection of individual efforts

Safety:

- Ensuring the safety of everyone
- Believing that every accident can be prevented
- Having a constant eye to safety in all aspects

People Centric:

- Celebrating diversity/individual differences
- Treating everyone fairly
- Valuing everyone: co-workers, customers, each other, stakeholders

Service Excellence:

- Providing the best customer service to everyone, both externally and internally
- Routinely exceeding expectations
- Serving our customers and each other

Integrity:

- Always demonstrating honesty, trust, character and fairness without compromising the truth
- Showing high regard for civility, equity/fairness and human dignity
- Having the courage to do the right thing

Action Ready:

- Sharing one goal, one mission
- Keeping commitments
- Giving more than is expected, willingly, without hesitation and without direction

