



JOB ANNOUNCEMENT

One Full-Time Position as Communications Specialist I or II

FINAL FILING DEADLINE: By 5:00 p.m. on Friday, November 17, 2017

The Santa Cruz County Regional Transportation Commission (RTC) is a regional agency created by the State of California to carry out transportation responsibilities that cross city and county boundaries. The members of the RTC represent the County Board of Supervisors, the City Councils, and the Santa Cruz Metropolitan Transit District. Along with volunteer committee members and Commission staff, the RTC works in cooperation and consultation with other public agencies; business, environmental, neighborhood and advocacy groups; and members of the public to deliver a variety of transportation options to serve the community's needs.

GENERAL DEFINITION

Under supervision and direction of the Deputy Director, develops public information and communications programs regarding the services and activities of the Santa Cruz County Regional Transportation Commission.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS AND RESPONSIBILITIES (*Include but are not limited to the following*):

DISTINGUISHING CHARACTERISTICS:

Communications Specialist I

Is the journey level in the Communications series. Under direction, incumbents work with consultants, RTC staff and constituencies (community members, commissioners) to develop and implement communications strategies. The coordinator's primary responsibilities are in marketing and communications in an effort to create public awareness of RTC programs, services and activities

Communications Specialist II

Is the advanced journey level in the Communications specialist, incumbents are expected to work independently and perform complex and high level marketing and outreach work. Incumbents work more directly with constituents, commissioners and staff. Incumbents are expected to attend networking events, workshops and media events.

EXAMPLES OF ESSENTIAL JOB FUNCTIONS

- Manage the RTC's media relations, which includes writing news releases,

articles, pitching news stories to members of the media, social media and/or blog posts, preparing speeches, multi-media presentations, preparing social media outreach, holding press conferences, coordinating media events and responding to media inquiries for the RTC;

- Develop effective messages and communications to facilitate the public's understanding of the RTC's transportation projects, programs
- Maintain familiarity and relationships with local media outlets and contacts.
- Respond to community members, partner agencies and constituent groups;
- Direct the development and maintenance of the department's web site and social media pages, including updating and expanding the general content and appearance of the site. Use feedback and information to continually develop and improve the site;
- Direct development and maintenance of the department's email newsletters;
- Establish department brand usage guidelines for internal and external uses;
- Represent the RTC at meetings and special events; prepare and give presentations;
- Develop and write grant proposals.

KNOWLEDGE, SKILLS AND ABILITIES

Any combination of training and experience, which would provide the required knowledge and abilities, is qualifying. A Typical way to obtain these knowledge and abilities would be:

Communications Specialist I

Bachelor's degree, preferably in marketing, English/journalism, or a related communications field.

- 2-3 years of marketing, communications, media or public relations experience
- Excellent written and verbal skills
- Creative thinker and problem solving skills
- Ability to work effectively with multiple individuals and manage several projects at once.
- Ability to establish and maintain effective working relationships with news media representatives, consultants, elected officials, partner agencies, advocacy groups and the general public

Communications Specialist II

Bachelor's degree in communications, public relations, journalism or similar is preferred.

- Minimum of five years of experience in relevant work.

- Extensive verbal and written communication skills to facilitate effective communication and working relationships
- Ability to exercise individual initiative and independent judgment in applying and interpreting RTC policies and procedures
- Knowledge of public relations principals and practices, especially related to writing, social media, earned media, advertising, event management, development of materials for print and online
- High level of written and oral communication skills, including presentation of complex and technical information to non-technical audiences and high-level policy makers, and extensive knowledge of group decision making techniques
- Knowledge of editing, pitching and publication practices with regard to working with local print, online, TV and radio media
- Ability to establish and maintain effective working relationships with news media representatives, consultants, elected officials, partner agencies, advocacy groups and the general public

SPECIAL REQUIREMENTS

A valid California Class C Driver's License is required for this position or must be able to provide suitable transportation approved by the Executive Director. Be able to lift up to 50 lbs.

WORK ENVIRONMENT:

Typical office environment with standard equipment and tasks. Position requires work at a computer/video display terminal and desk for periods of time. Position also requires outside field work in a variety of terrain and conditions with appropriate safety gear. Field work may require significant walking in a variety of grades, surfaces and weather conditions as well as climbing and crawling. Able to lift and carry materials up to 50 pounds. Duties may require sitting, kneeling, crouching, standing, walking, stepping over items, twisting, lifting, reaching or bending for periods of time. May require travel to various locations for agency meetings and events at different times of the day including early morning, evening and night time.

MONTHLY SALARY:

Communications Specialist I	\$6,368-\$8,057
Communications Specialist II	\$7,007-\$8,867

The RTC offers a competitive benefits package that includes:

- **Health** – medical, vision, dental and employee assistance program
- **Retirement** – defined benefit through CalPERS
- **PTO** – 4.4 weeks (22 days) per year with increases after 5-year anniversaries
- **Holidays** – twelve and one half days including a floating holiday
- **Other** – disability, life insurance, employee assistance program

APPLICATION PROCESS:

To be considered for this position, please submit a resume, cover letter, completed supplemental questions and a completed employment application.

Application and job description are available at:

<http://sccrtc.org/about/opportunities/employment/> . **APPLICATION AND ALL OTHER MATERIAL MUST BE RECEIVED BY 5:00 P.M. ON FRIDAY NOVEMBER 17, 2017 TO BE GUARANTEED A REVIEW.** Please mail completed material to: SCCRTC 1523 Pacific Ave., Santa Cruz, CA 95060, or email to yparra@sccrtc.org.

All resumes and correspondence will be held in confidence. Materials submitted become the property of RTC and will not be returned. Relocation assistance will not be provided.

For assistance or if you require special accommodations, please call **(831) 460-3200**. RTC Office hours are 8:00 a.m. - 5:00 p.m., Monday - Tuesday. The RTC will not fax application materials.