



Northern Virginia Transportation Authority

The Authority for Transportation in Northern Virginia

NORTHERN VIRGINIA TRANSPORTATION AUTHORITY

POSITION TITLE: Public Outreach / Communications (Part Time, 29 hours/week)

REPORTS TO: Executive Director / Chief Financial Officer

Note – Position Is Not Available Until July 1, 2017 – Recruitment efforts will start in April 2017, with a hiring decision targeted for June 2017.

BACKGROUND:

The Northern Virginia Transportation Authority (NVTA) is a regional transportation authority established by the General Assembly in 2002. In 2013, the General Assembly passed legislation (House Bill 2313) authorizing certain taxes and fees to be levied in Northern Virginia jurisdictions¹ for the funding of transportation improvements in this heavily congested region. The Authority is responsible for development of the regional transportation plan for Northern Virginia and programming more than \$340 million in revenue per year.

GENERAL DESCRIPTION:

This is a part-time professional position. The position performs tasks to properly and accurately communicate issues of importance to the Authority. This non-benefited, 29 hours a week opportunity has flexible hours between 8:00AM – 5:00PM Monday – Friday. Some evening and weekend meeting attendance is required.

Position requires a communications strategist, who is a talented and versatile writer/presenter. This person must be able to develop communication strategies and plans as well as write a variety of pieces, such as articles, video scripts, speeches, news releases, tweets and posts and work effectively with journalists.

ESSENTIAL FUNCTIONS:

- Under the general supervision of the Executive Director and Chief Financial Officer, works independently to develop and execute the Authority's communications objectives.
- Prepare presentation materials and strategies for use by Authority Members (elected officials) and Executive Director designed to increase public awareness of the NVTA and its investments in multi-modal transportation improvements throughout the region.

¹ Northern Virginia jurisdictions are the counties of Arlington, Fairfax, Loudoun and Prince William; and the cities of Alexandria, Fairfax, Falls Church, Manassas and Manassas Park.

- Increase public engagement with the Authority through:
 - Increased use of traditional and new media outlets, information and products.
 - Increased public engagement activities such as groundbreakings, ribbon cuttings and public outreach events.
- Establish NVTAs message as the regional leader in transportation planning, prioritizing and funding.
- Develop plans for production of material to be available on the Authority's website and social media platforms.
- Responsible for social media messaging and information distribution, including recommendations for potential improvements.
- Take digital photographs for various uses.
- Work with other regional jurisdiction and agency partners to collaboratively cross-promote activities and programs.
- Under direction of the Executive Director provide support for Authority Members which could include letters, talking points, presentations and special requests.
- Assist with other presentations/material as needed to include:
 - Op. Ed. Articles
 - Press Releases/Media Advisories
 - Media Interviews and Talk Shows
 - Authority Publications
 - Website and Social Media
 - E-Newsletters and Announcements
 - Workshops
- Attend Authority and Committee meetings to stay current on activities and priorities.
- Special projects and assignments.
- Performs other duties as assigned.

PREFERRED CHARACTERISTICS:

- Professional demeanor that builds trust, credibility and reliability.
- Ability to respond flexibly as part of a small staff with significant demands on time.
- Understanding that the nature of this position requires evening and weekend work (e.g.. Committee meetings).
- Personality that works well with elected and senior appointed officials.
- Astute to, or recognizing the need for; political decorum and tradition.
- Ability to draft concise, readable meeting summaries and notes.
- Ability to express oneself orally in a coherent, clear and understandable manner.
- Ability to work independently with minimal oversight and without requiring step by step explanation or instructions.
- Ability to recognize and advantage key message opportunities through a knowledge of Authority plans, policy and regional trends and preferences.

KNOWLEDGE, SKILLS AND ABILITIES:

- Familiarity and aptitude in current computer programs and graphics design software. Ability to produce and edit high quality media content from conception to posting on website and social media platforms.
- Creativity in suggesting appropriate opportunities to reach target audiences.
- Working knowledge of social media and web site tools and ability to apply such knowledge to enhance communication.
- Strong work ethic including timely adherence to all appointments and deadlines.
- Must be detail-oriented, organized and have the ability to work independently, to be creative and innovative, and to manage time effectively to achieve specific project objectives in a deadline-driven environment.
- Must be able to manage multiple projects in various stages.
- Ability to develop and maintain effective and positive interpersonal skills with fellow employees, Board members, jurisdiction staff and citizens.

EDUCATION, EXPERIENCE AND TRAINING:

Bachelor's degree in journalism, public relations, communications public policy, planning or related field is preferred. Graduate students or undergraduate seniors with experience will be considered. Equivalent combination of education, experience and/or training sufficient to demonstrate the knowledge, skills and abilities is acceptable.

WORK ENVIRONMENT:

Work will typically be performed in a quiet, office environment. Work setting will have tight deadlines and will require schedule flexibility. Support to Authority (and potentially, committee) meetings will be in a public meeting environment that may be crowded and sometimes noisy.

WEBSITE: www.theNovaAuthority.org

Application Submission: Please submit your resume through [indeed.com](https://www.indeed.com) or directly to recruitment@thenovaauthority.com