



NORTHERN VIRGINIA TRANSPORTATION AUTHORITY

POSITION TITLE: Communications and Marketing Coordinator

REPORTS TO: Communications and Public Affairs Manager

SALARY RANGE: Range Starting at \$75,000 Depending on Qualifications

BACKGROUND:

The Northern Virginia Transportation Authority (NVTA) is a regional body delivering transportation solutions and value for Northern Virginia's transportation dollars by bringing NoVA jurisdictions¹ and agencies together to plan and program regional multimodal transportation projects focused on getting people to their destinations faster.

The NVTA, established by the Virginia General Assembly in 2002, is responsible for the development of the regional transportation plan for Northern Virginia and programming more than \$350 million in revenue per year. Focused on relieving traffic congestion and improving quality of life for Northern Virginians, the Authority is advancing 106 regionally significant multimodal projects – whether roadways, transit, bike/pedestrian trails, or transportation technologies – totaling nearly \$2.5 billion in transportation investments in NoVA's transportation network.

GENERAL DESCRIPTION:

Were you that kid who refused to color inside the lines? Are you bursting at the seams to share your creative brand storytelling with the region? Do you have a unique, yet strategic style, of communicating and looking for a place to let your creativity shine? If so, the Northern Virginia Transportation Authority (NVTA) could be the perfect fit for you.

The Communications and Marketing Coordinator will perform a variety of tasks to tell the NVTA story, promote activities, programs and initiatives, and help position the NVTA as a regional thought-leader. The position requires a creative marketer with digital content creation experience and strong writing skills. The ability to multi-task is a must. The Communications and Marketing Coordinator will develop social media content, including still and motion graphics, short videos, primary post text, and editorial calendars, identify relevant hashtags and trends, and support the Communications and Public Affairs Manager with capturing photographs, newsletter and presentation creation, public engagement strategy implementation, and live-streaming, as well as event, meeting and website update support.

ESSENTIAL FUNCTIONS:

- Under the general supervision of the Communications and Public Affairs Manager, assists with executing the Authority's communications objectives.
- Position NVTA as the regional leader in transportation planning, prioritizing and funding.

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.



- Regularly creates content for the NVTA’s social media platforms (Twitter - NVTA and TransAction handles); Facebook; LinkedIn and Instagram. Involves creating monthly editorial calendars, graphics, infographics, gifs, and short videos as needed, as well as the daily monitoring of platforms and engaging with audiences.
- Generates social media and earned media analytics reports on a monthly basis, with the ability to generate a year-end report.
- Assists with capturing photos and videos for a variety of communications materials, such as newsletters, fliers, social media posts, and the NVTA Annual Report.
- Assists with creating and writing multiple monthly digital newsletters, including NVTA Update, Authority Recap and Driven by InNoVation.
- Assists with making website updates as needed, including refreshing established content or creating new information. Offers a support role in a NVTA website redesign project.
- Assists with PowerPoint presentation development for the NVTA CEO and Authority Chair.
- Works closely with the Communications and Public Affairs Manager on key messaging and talking points development for presentations, public speaking opportunities, and media interviews.
- Regularly staffs meetings and events, assists with select event/meeting preparations and setup, ability to act as meeting host and navigate through meeting materials, live-tweets/social media posting during events and meetings, live-streaming support, virtual event platform support, and helps with promotion and communications to target audiences. Events and meetings include, but are not limited to:
 - Monthly Authority business meetings
 - Annual Northern Virginia Transportation Roundtable
 - Quarterly Joint Regional Public Information Officers Group Meetings
 - Annual Northern Virginia Joint Transportation Meeting and public comment
 - Milestone events and celebrations on transportation projects across Northern Virginia
- Supports with content development and aggregation for the NVTA Annual Report and Five-Year Strategic Plan.
- In addition to the aforementioned functions, supports public engagement activities and increasing awareness of the Authority through communications strategy execution and tactics:
 - Public comment periods and public hearings;
 - Public engagement campaigns;
 - Press outreach and interview prep;
 - Public outreach events, surveys and promotions; and
 - Groundbreakings, ribbon cuttings and special events hosted by the NVTA.
- Works with other regional jurisdiction and agency partners to collaboratively cross-promote activities and programs.
- Under the direction of the NVTA CEO, works with the Communications and Public Affairs Manager on providing support for Authority members and their staff when needed, which could include drafting letters, commentary pieces, talking points, presentations and special requests.
- Follows the strategies outlined in the NVTA Communications Plan and assists with updating as needed.
- Assists Communications and Public Affairs Manager with the development of NVTA Brand Guidelines.



- Supports special projects and assignments, such as marketing strategy development and event preparation for the NVTA 10-year anniversary as a funding entity. (Launches 2023)
- Performs other duties as assigned.

PREFERRED CHARACTERISTICS:

- Professional demeanor that builds trust, credibility and reliability.
- Ability to split work hours between a weekly work from home environment and in-office setting.
- Ability to respond flexibly as part of a small staff with significant demands on time.
- Collaborative approach to tackling tasks and reaching goals.
- Understanding that the nature of this position requires occasional evening and weekend work (such as Authority meetings and community events).
- Ability to work collaboratively with partners and stakeholders across the region.
- Personality that works well with elected and senior appointed officials and their staff.
- Astute to, or recognizing the need for, political decorum and tradition.
- Ability to draft concise, readable meeting summaries and notes and translate sometimes complex information into easily digestible content for the general public.
- Ability to work independently after instructions and details are discussed and a gameplan established.
- Openness to feedback and potential edits to generated content.
- Ability to educate oneself on the organization and its work and identify communications and marketing opportunities through a knowledge of Authority plans, initiatives and programs, policy, and regional trends and preferences.
- Enthusiasm for generating informative, creative content.
- Ability to speak publicly in a clear, concise manner.
- Openness to attend webinars and workshops to pursue professional development opportunities and stay on top of the latest communications and social media trends.

KNOWLEDGE, SKILLS AND ABILITIES:

- Familiarity and aptitude in current computer programs, Google tools, and content development software, such as Canva and Hootsuite.
- Ability to produce and edit high quality media content from conception, to posting on website, in newsletters, on social media platforms, etc.
- Familiarity with video storage and archiving platforms, such as Vimeo and YouTube.
- Working knowledge of social media platforms and website tools, including WordPress, and ability to apply such knowledge to enhance communication.
- Ability to generate social media analytics reports.
- Live-streaming experience to YouTube and Facebook Live. Other live-streaming experience is a plus.
- Experience working on virtual meeting and event platforms such as WebEx and Zoom.
- Creativity in content creation and suggesting appropriate opportunities to reach target audiences.
- Strong work ethic, including timely adherence to all appointments and deadlines.
- 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 work on multiple projects in various stages.
- Ability to develop and maintain effective and positive interpersonal skills with fellow employees, Board members and their staff, jurisdiction staff, partners and stakeholders, and the public.
- Experience utilizing ArchiveSocial and Meltwater a plus.
- Expertise using the Adobe Creative Suite, including InDesign, Illustrator and Photoshop, and MS Office Suite, is desired.
- Current graphic design, or other related certification, preferred.

EDUCATION, EXPERIENCE AND TRAINING:

Bachelor's degree in marketing, digital media, public relations, communications, or related field is preferred. Three (3) – Six (6) years professional experience required. Graduate students 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 or a work from home capacity. Meetings and events may occur in-person or in a hybrid format. 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. They may also occur virtually and be hosted on a Zoom or WebEx platform.

COVID-19 NOTICE:

Currently NVTA staff work in the office on Wednesdays and Thursdays. We work remotely the rest of the week. Each staff member has a hard walled office and masks are required in all common areas of the office space and building. Vaccinations are strongly encouraged for those eligible.

BENEFITS:

This position is full-time with a benefits package consistent with other state, regional and local governments in Northern Virginia. The Northern Virginia Transportation Authority participates in the Virginia Retirement System (varetire.org) and offers individual and family medical/dental coverage. Additionally, life insurance and savings plans are offered, as well as professional development/continuing education opportunities.

WEBSITE: www.theNovaAuthority.org

Application Submission:

Please send a resume with your cover letter through LinkedIn or directly to recruitment@thenovaauthority.org.

www.theNoVaAuthority.org/employment/