



## NORTHERN VIRGINIA TRANSPORTATION AUTHORITY

**POSITION TITLE:** Strategic Communications Specialist

**REPORTS TO:** Communications and Public Affairs Manager

**SALARY RANGE:** Starting at \$80,000 (Dependent on qualifications and experience)

### **POSITION DESCRIPTION:**

The Communications Specialist will play a pivotal role in implementing communication strategies that expand awareness of NVTA and promote its efforts to advance safe, equitable and sustainable multimodal transportation systems which reduce congestion. Proficiency in strategic communication, writing, graphic design, video production, and photography will be instrumental in creating compelling visual and written content to be utilized across various communication channels, including social media, monthly newsletters and the NVTA website. The Communications Specialist will develop graphics, craft social media content, create informative videos, capture photographs, in addition to supporting the Communications and Public Affairs Manager with messaging, strategic thinking and public outreach.

### **ESSENTIAL FUNCTIONS:**

- Develops visually captivating graphics and infographics to be shared digitally on social media, in newsletters, and on the NVTA website, in addition to in print for flyers and handouts.
- Films content and edits footage to create short-form videos that explain NVTA initiatives, such as project investments, future plans and event recaps in an entertaining/informative way.
- Captures high-quality images of NVTA-funded projects, NVTA meetings and events around the region.
- Regularly creates content for the NVTA's social media platforms: Twitter (X), Facebook and LinkedIn.
- Generates social media and news analytic reports.
- Works with the Communications and Public Affairs Manager on key messaging and talking points development for public speaking opportunities and media interviews.
- Takes part in the review process for both internal and external documents, presentations, studies, etc.
- Assists with writing and designing monthly digital newsletters.
- Assists with making website updates in addition to supporting a NVTA website redesign project.
- Represents NVTA at regional events and meetings, sometimes independently.
- Assists with meeting preparations and setup, ability to act as meeting host and support virtual platform (Zoom/Teams) as needed.
- Works with the Communications and Public Affairs Manager throughout the development process of the NVTA Annual Report.
- Supports public engagement activities through public comment periods, public hearings, press outreach, media interview prep, public outreach events, groundbreaking/ribbon cutting events, and special events hosted by the NVTA.
- Collaborates with regional jurisdiction and agency partners to cross-promote activities and programs.
- Follows the strategies outlined in the NVTA Communication Plan and assists with updating as needed.
- Performs other duties as assigned.

**PREFERRED CHARACTERISTICS:**

- Proficient in crafting creative content and proposing new strategies to reach target audiences.
- Professional demeanor that builds trust, credibility, and reliability.
- Thrives in both independent and collaborative work settings.
- Temperament that works well with elected and senior appointed officials and their staff.
- Ability to simplify complex information into easily digestible content.
- Collaborative approach to tackling tasks and reaching goals.
- Enthusiasm for generating informative and creative content.
- Ability to speak publicly in a clear, concise manner.

**SKILLS:**

- Proficiency in graphic design software, such as (Adobe Creative Suite, Sketch, Canva, etc.)
- Proficiency in video editing tools, such as (Adobe Premiere, Adobe After Effects, etc.)
- Familiarity with current Microsoft and Google programs.
- Knowledge of social media platforms and website tools, (knowledge of WordPress is desired).
- Experience using virtual meeting and event platforms such as Zoom and Teams.

**EDUCATION, EXPERIENCE AND TRAINING:**

Bachelor's degree in Communications, Marketing, English, or related field is preferred. Two years of professional/internship experience is desired. An equivalent combination of education, experience and/or training sufficient to demonstrate the knowledge, skills and abilities is acceptable.

**ADDITIONAL CONSIDERATIONS**

- It is preferred that NVTa staff live in Northern Virginia.

**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. Authority and committee meetings are often conducted during evening hours. Attendance at other regional evening meetings may be required.

NVTa staff currently work in office Tuesday/Wednesday/Thursday and remotely the remainder of the week. In office/remote work requirements are subject to change.

**WEBSITE:** [www.thenovaauthority.org](http://www.thenovaauthority.org) **SOCIAL MEDIA:** [Twitter](#) [Facebook](#) [LinkedIn](#)

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