



**JOB TITLE:** Communications Coordinator  
**DEPARTMENT:** Marketing and Communications  
**REPORT TO:** Communications Manager  
**SALARY GRADE:** 102  
**SALARY RANGE:** DOQ (\$38,253.57 -- \$43,000.00 annually)

**LAST REVISION DATE:** 08/2018  
**EEO:** Professional  
**FLSA:** Exempt, Full-time

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**SUMMARY** - The Communications Coordinator assists in developing materials and interacting with internal and external stakeholders to build relationships within the organization and promote the brand externally. This position will serve as a content writer and producer for the organization by developing social media posts, email marketing messages, news releases, enRoute News, videos, blog articles, Rider Alerts and other marketing communications materials. The coordinator will be a main writer and editor for the agency's Hop on Board blog and provide content updates for the DCTA website as assigned.

In addition, this position will assist in traditional public relations duties such as news release distribution, research and reporting, media list development and upkeep, editorial calendar and award research, and media relations activities as appropriate. The Communications Coordinator reports directly to the Communications Manager.

**ESSENTIAL FUNCTIONS:** *Essential duties and responsibilities include the following. Other related duties as assigned.*

**Public Relations**

- Develops a variety of news releases and pitches using AP style
- Assists with distribution of news releases via Cision software system and tracks performance
- Helps develop and coordinate placement of proactive messages about DCTA in local, regional and public industry news outlets
- Assists in monitoring Cision software and working with DCTA's account representative to stay abreast of changes to the system
- Purchases news clips as assigned by the Communications Manager
- Uploads news releases and content to DCTA website
- Monitors all DCTA news coverage and tags all stories for reporting purposes in Cision software (sentiment, campaign segmentation, etc.)
- Helps monitor and update Media Center page on RideDCTA.net
- Keeps all media lists up-to-date on a monthly basis with accurate contact information
- Researches opportunities for annual PR calendar of activities and monitor and update on a monthly basis
- Assists with DCTA award nominations development and submissions
- Responsible for development, tracking and reporting of all media relations activities for campaign and monthly reports
- Stays abreast of all public relations trends to ensure DCTA is implementing current best practices
- Collaborates with internal departments and external partners on projects and assignments as assigned by the Communications Manager

**Social Media and Content Marketing**

- Serves as one of the primary communications representative on behalf of DCTA managing and utilizing the agency's social media platforms (Hop on Board blog, Twitter, Facebook, YouTube, and LinkedIn) to support traditional marketing and communications efforts, and adhering to DCTA's social media guidelines
- Assists in the development and execution of the social media editorial calendar to ensure content is produced and published in a timely manner

- Helps execute social media campaigns, advertising, contests, and activities
- Develops various types of content for all DCTA social media platforms to increase visibility, grow following and garner consumer engagement (memes, gifs, videos, etc.)
- Serves as one of the main blog authors for DCTA's Hop on Board blog, and helps assign and edit all articles
- Responsible for day-to-day social media monitoring (marketing-related inquiries only), ensuring timeliness of response to inquiries and complaints posted on DCTA's social media platforms
- Identifies and engages key influencers to build brand awareness and overall impressions
- Attends DCTA and assigned partner events to garner content for social media promotion
- Serves as DCTA's primary photographer, taking and editing photos and videos for various communications and marketing activities
- Organizes and maintains DCTA's library of social graphics and video content
- Develops, tracks, and reports on social media metrics to evaluate effectiveness of DCTA campaigns and initiatives for monthly reports
- Keeps abreast of social media trends, developments and emerging platforms to ensure DCTA maintains an optimal social channel mix
- Collaborates with internal departments and external partners on projects and assignments as assigned by the Communications Manager

#### **Email Marketing**

- Develops and distributes Rider Alerts to passengers adhering to DCTA's Rider Alert guidelines
- Assists with tracking Rider Alert messages distributed by DCTA's Ops Team to ensure all alerts follow DCTA's Rider Alert guidelines
- Develops and distributes various email marketing messages to subscribers adhering to DCTA's email marketing strategy guidelines
- Works with agency graphic designer to collect images for enRoute News – DCTA's monthly passenger digital newsletter
- Responsible for campaign and monthly tracking and reporting for all email marketing messages
- Keeps abreast of email marketing trends to ensure DCTA is implementing current best practices

#### **REQUIREMENTS TO PERFORM WORK** *Knowledge, skills, and abilities required:*

- Must be motivated and hardworking
- Bring creativity and dynamic design experience to all assigned projects
- Ability to follow company brand guidelines and templates
- Knowledge of Cision software preferred (or other PR online software)
- Proficient in Microsoft Excel and Word
- Knowledge of online video software (We Video, GoAnimate, etc.)
- Successfully work alongside all agency departments, leadership, and partners
- Must be detail-oriented and a well-organized self-starter
- Ability to work on multiple projects simultaneously in a deadline driven environment, while producing a variety of high- quality content
- Comfortable working in a fast-paced environment

#### **EDUCATION AND EXPERIENCE** *(Any equivalent combination of education and experience)*

Associate's or Bachelor's degree from an accredited college or university, with major coursework in Public Relations, Marketing, Communications or Journalism. Equivalent to two (2) years of related experience. Public transportation or public sector experience preferred.

**Special Requirements:** Hold a current valid Texas Driver's Licenses or have the ability to obtain one upon entry into the position.

**PHYSICAL ACTIVITIES:** Physical activity includes, but is not limited to: On a continuous basis, sit at a desk for long periods of time; use a computer and monitor for long periods of time, intermittently twist and reach office equipment; write or use keyboard to communicate through written means; lift moderate weight; reaching above the waist, reaching below the waist, and reaching waist to shoulder to reach inventory on shelves; repetitive motion and fingering when using computer keyboard; occasionally driving short and long distances for meeting attendance; data collection, observation of transit projects and operations during field work; and talking and hearing when dealing with customers, vendors, etc. Occasionally required to be mobile, bend, stoop, reach, and occasionally lift objects weighing 25 pounds such as files, supplies, and large reference books. Must have the mental and visual ability to read and write semi-complex materials such as reports, reference manuals, and instructions.