

SNOHOMISH COUNTY JOB DESCRIPTION

REGIONAL TRANSPORTATION COMMUNICATIONS ADMINISTRATOR

Spec No. 2137

BASIC FUNCTION

To participate in regional transportation public relations; produce promotional and informational materials to improve community, employee and local organizations' understanding of agency objectives and achievements, and to promote the use of agency services.

STATEMENT OF ESSENTIAL JOB DUTIES

1. Coordinates media relations for the Regional Transit Authority (RTA); maintains liaison with Snohomish County and major regional news reporters and editors; drafts news release and media advisory; provides media with graphics and photographs for RTA stories; serves as spokesperson for the RTA; provides news clippings and other media reports to interested parties.
2. Coordinates intergovernmental relations for Snohomish County RTA; informs delegates and Snohomish County governments of events, issues and projects related to RTA; maintains liaison with King and Pierce County officials and transit agencies; responds to requests for information.
3. Organizes and executes a variety of public involvement opportunities, including community events, public meetings, and presentations to local governments, community, business and civic groups for the RTA in Snohomish County; supports RTA's public involvement throughout the three-county region.
4. Develops and executes voter surveys to inform RTA delegates of public opinion of regional transportation and proposed public financing plans.
5. Creates and produces advertising and marketing products, such as newsletters, for identified publics; plans and executes advertising and marketing campaigns.
6. Advises RTA delegates on policy issues involved in developing a regional transit plan and financing package to be submitted to the voters.

STATEMENT OF OTHER JOB DUTIES

7. Performs other duties of a similar nature or level.

MINIMUM QUALIFICATIONS

A bachelor's degree in communications, journalism, public relations or related field; AND, two (2) years of experience in communications or publications work involving sensitive issues and public opinion; must pass job related tests; OR, any equivalent combination of education and experience that provides the required knowledge and abilities.

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KNOWLEDGE AND ABILITIES

Knowledge of:

- public relations principles and practices;
- marketing principles and advertising techniques;
- correct English grammar, usage and spelling;
- effective speech and presentation techniques;
- research techniques;
- public information policies and procedures;
- the relationship between public agencies, the media and community.

Ability to:

- use computers for text and art work applications, including desktop publishing software;
- operate various media equipment such as cameras, video and audio records, projectors and public address systems;
- prepare and disseminate promotional and informational press releases;
- speak clearly and prepare and deliver oral presentations;
- establish and maintain effective relationships with the media, community organizations and other public agencies;
- use communication and interpersonal relations as applied to interaction with co-workers, supervisor, the general public, etc. sufficient to exchange or convey information and to receive work direction.

SUPERVISION

Employees receive general supervision from an administrative superior as assigned. Assignments are made indicating generally what is to be done, the quantity of work expected and any deadlines which are to be met. The employee carries out recurring assignments on his/her own initiative and receives additional, specific instructions for new or unusual assignments. Work may be spot-checked to ensure timely completion and accuracy.

WORKING CONDITIONS

The work is performed in the usual office environment.

Snohomish County is an Equal Employment Opportunity (EEO) employer. Accommodations for individuals with disabilities are provided upon request.

[EEO policy and ADA notice](#)

Class Established: September 1995(spec # 340279)
EEO Category: 1 – Officials and Administrators
Pay Grade: 109 – Management Exempt Pay Plan
Workers Comp: 5306 Non-Hazardous

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