

MEDIA COORDINATOR

This position supports the Public Affairs team by coordinating the various communications and media activities and services for the Metro Gold Line Foothill Extension Construction Authority. The position reports directly to the Director of Public Affairs.

TYPICAL TASKS / DUTIES

- Develop and update public information materials, presentations and displays (including, but not limited to: fact sheets, newsletters, website, PowerPoint presentations, etc.)
- Oversee the creation and implementation of special events
- Oversee and manage video production contracts and outcomes
- Oversee and liaison with local colleges regarding student involvement programs
- Responsible for video and photographic coverage of Authority meetings, activities and events
- Identify opportunities and implement outreach to community and mainstream media for positive public relations regarding the Authority, our activities and projects (including, but not limited to: ads, story pitching, participation at media events, etc.)
- Oversee and manage use of new media communications resources (blog, Facebook, Twitter, Nixel, etc.)
- Present at community meetings, as needed
- Assist with public outreach activities, as needed
- Assist the CEO, Chief Project Officer, Director of Public Affairs and others with preparation for public presentations
- Oversee media outreach consultants
- Participate in construction status and city coordination meetings
- Oversee the maintenance of the media database
- Oversee daily clips

KNOWLEDGE, SKILLS AND ABILITIES

- Knowledge and experience in working with the media to reach diverse audiences
- Knowledge of government structures, agencies and policies which impact Authority business and progress
- Exceptional interpersonal skills
- Strong writing and oral presentation skills
- Experience in facilitating events, public meetings and other public forums

- Experience creating and managing on-line and other new media tools
- Exceptional organizational and planning skills
- Work effectively with project engineers, architects and other team members to articulate project goals, issues and timelines
- Flair for creating engaging displays and public education materials
- Bilingual ability (Spanish, Chinese) an asset
- Knowledge and command of Microsoft Office (including Power Point and Access)
- Available to attend evening and weekend community events and meetings

EDUCATION AND EXPERIENCE

Candidates should have a minimum of five years in media relations, public affairs or related field. Experience within transportation-related agency/organization is preferred. A minimum of a bachelor's degree is required.

PHYSICAL DEMANDS

The physical demands described here is representative of those an employee encounters while performing this job:

The position is regularly required to extensively make use of close vision to read correspondence and prepare reports and other appropriate communications. S/he must also be able to be transient and hold a valid driver's license to attend community meetings and transport information to field offices and construction sites. As a part of the Public Affairs team, the incumbent will also be required to assist in the physical set-up and preparation for special events and activities. Many meetings and events require evening and weekend attendance.

WORK ENVIRONMENT

The work environment described here is representative of those an employee encounters while performing this job:

The incumbent typically works indoors in an air-conditioned office, with a mixture of natural, incandescent and florescent light. Typical noise levels are muted by acoustic ceilings, carpets, and sound-deadening wall panels. On occasion, the position is called upon to work outside of the office at a public meeting or event. Some of these occur indoors; while others occur outside.