

RHODE ISLAND PUBLIC TRANSIT AUTHORITY POSITION DESCRIPTION

Job Title: Public Information Officer

Date: August 2020

Department: Executive Office

Reports To: Chief Legal Counsel

Summary of Position:

Initiates and oversees the establishment of integrated strategies, plans, and programs designed to ensure that all communication and public relations efforts are cohesive, consistent, and effective in supporting the mission and advancement goals of the Rhode Island Public Transit Authority. Serves as the designated spokesperson for the organization and its partners.

Essential Duties and Responsibilities:

1. The PIO will serve as the central source for preparation and release of information and materials; write media advisories and/or releases; promulgate public information policies; coordinate with other public agencies; create press events and do related work as required;
2. The PIO receives and responds to media calls and disseminates accurate information to the press in support of the agency's communications strategy;
3. Manages media training for any personnel who represent the agency to outside groups;
4. The PIO will lead the development and implementation of the company's external and internal communications and outreach strategy to protect and enhance the agency's image within the community;
5. Monitor issues that could potentially impact the agency and keep CEO informed; maintains agency's crisis communications plan to ensure timely responses to incidents; draft statements in response to incidents;
6. To do related work as required.

Qualification Requirements:

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disability to perform the essential functions of this position.

Education:

Such as may have been gained through: possession of a Masters Degree in Communications, Marketing, Public Administration, Journalism or a related field from a college of recognized standing. A thorough knowledge of the principles, practices and techniques of communication programs; a thorough knowledge of, and the ability to evaluate, the attitudes and reactions of interested and affected groups as well as other demands and needs for information about the department's programs and objectives; the ability to research, write and edit news releases, articles and feature materials for use of media and publicity agencies; the ability to communicate

effectively with media representatives, educational institutions, community organizations and the general public; and related capacities and abilities.

Excellent writing and grammar are expected. Candidates should be able to speak clearly and effectively in public. Working knowledge of languages used by our riders and constituent groups is desirable but not required.

Experience:

The successful applicant should have experience such as may have been gained through; considerable employment in a highly responsible position involving responsibility for the research, analysis, policy development and dissemination of information.

Consideration will be given to any combination of qualification requirements.

Independent Action:

Work is performed independently within broad guidelines in accordance with Authority and departmental policies and/or practices.

Supervisory Responsibility:

Community Outreach Officer