

The Rhode Island Public Transit Authority (RIPTA) is recruiting *Internally and Externally* for one or more positions of **Communications and Outreach Specialist** within the Marketing and Communications Division. This is a Laborer's International Union of North America (LIUNA), Local 808 position. All applicable CBA's will apply when considering internal applicants.

**Position Title:** Communications and Outreach Specialist

**Posting Period:** May 22, 2024 through June 14, 2024

**Salary Range:** \$54,910.26 to \$68,637.82 Annum (Grade 127)

**Position Reports To:** Director of Communications and Public Outreach

**Union Affiliation:** Laborer's International Union of North America, Local 808 (LIUNA, Local 808)

**Summary of Position:**

This position is responsible for supporting the marketing and communications team in developing and implementing the Agency's internal and external communications strategies. The position will assist with web content development and maintenance; social media campaigns and engagement; email communications; and the creation of promotional materials (print and digital). The Communications & Outreach Specialist will interact directly with passengers and the public, provide them with information, address inquiries regarding programs and services, and promote transit initiatives.

**Essential Duties and Responsibilities:**

- Support the development and implementation of strategic internal and external communications plans and campaigns;
- Contribute to internal and external content creation including press releases, newsletters;
- Copyedit and proofread a variety of communications materials, including press releases, social media content, presentations;
- Provide quality assurance reviews for deliverables;
- Develop content for and help manage RIPTA's social media channels (LinkedIn, Instagram, X and Facebook); maximize audience engagement, shares and referrals;
- Gain familiarity with social media platforms, best practices, asset specifications, restrictions and content guidelines;
- Track and monitor relevant media (and social media) coverage of RIPTA and major developments related to public transportation;
- Help the team produce videos, podcasts and other digital content;
- Staff Authority-wide community outreach efforts and events, which will include working beyond regular office hours or on weekends as required;
- Create outreach materials as needed, both for current transit users and for public education about the key role of transit in both equity and climate action;
- Distribute passenger information, including detour notifications, through various channels;
- Assist with the distribution of all collateral materials;
- Support the management of RIPTA's website and Employee Portal by uploading content; ensure web content is relevant and up to date; assist with periodic reviews and content development;
- Participate as a member of the departmental team assuring that organizational and departmental goals are met;
- Perform other duties as assigned.

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.*

### **Qualifications and Selection Process:**

- To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions;
- Must possess excellent computer skills with demonstrated proficiency in MS Office Suite as well as the ability to quickly adapt to new computer programs as introduced to RIPTA;
- Excellent proofreading and copyediting skills, including proficiency in Associated Press and MLA writing styles;
- Excellent verbal communication skills;
- Must possess the excellent ability to communicate effectively both orally and in writing;
- Comfort using a content management system such as WordPress or Drupal;
- A basic understanding of HTML and CSS;
- Working knowledge of Adobe Creative Suite;
- Experience with graphic design and layout – especially graphics used on social media or in email newsletters;
- Experience assisting in the development and dissemination of communications materials;
- A self-starter with the ability to support multiple priorities with minimal supervision;
- Videography, photography, or other multimedia skills;
- Be able to articulate ideas and to take a project from initial to final stages;
- Be able to work both independently and collaboratively as a team;
- Have enthusiasm and a “can-do” attitude;
- Must be able to work in a semi-independent environment;
- Interested applicants should submit their resume, cover letter and/or RIPTA application for employment to the Human Resources Department by due date;
- May be required to pass an oral interview and/or written test;
- Applicant will be required to submit a Bureau of Criminal Investigation (BCI) from their state of residence to Human Resources when a conditional offer of employment has been made;
- Applicant must provide RIPTA a copy of any required licensure and/or certifications needed to perform job functions prior to appointment;
- Applicant must provide RIPTA a copy of degree and/or transcripts from accredited educational institution;
- Applicant will be required to pass a nationwide full criminal background check to be conducted by RIPTA;
- Applicants claiming Military status; should submit a copy of the DD-214 form;
- Seniority will be calculated as the final step in the process of selection in the event that any qualified applicants are determined to be “equal”.

### **Education:**

Bachelor’s degree in communications, marketing, journalism or related fields required.

### **Experience:**

Knowledge of RIPTA system and programs would be helpful.

**Or:** Any combination of education and experience that shall substantially equivalent to the above education and experience.

### **Independent Action:**

Performs within prescribed guidelines in accordance with departmental policies/practices.  
Refers more complex situations to other appropriate individuals.

### **Supervisory Responsibility:**

None

**Interested applicants should submit their cover letter, resume, certifications, licensure, transcript copies and RIPTA employment application to the Human Resources Department, 705 Elmwood Avenue, Providence, RI 02907 or via email to [jobs@ripta.com](mailto:jobs@ripta.com) no later than **Friday, June 14, 2024**. To apply on-line, visit [www.ripta.com/careers](http://www.ripta.com/careers). **Telephone calls will not be accepted.****

**RIPTA is an Equal Opportunity Employer:** It is the policy of the Rhode Island Public Transit Authority that no employee or applicant for employment will be discriminated against regardless of race, color, sex, age, national origin, religion, disability status, veteran status, sexual orientation, marital status and/or gender identity or expression.