

Manager, Communications

The Regional Transportation Authority (RTA), located in downtown Chicago, is currently accepting applications to fill the position of Manager, Communications.

Under the direction of the Director of Communications, the incumbent writes and oversees production of publications and reports, orchestrates and executes media relations campaigns, leads and provides communications support for agency projects, programs and activities, serves as the agency's secondary media spokesperson and creates and maintains content for agency web site. To ensure the RTA complies with new transit legislation, provides communications support for provisions that relate to coordinated marketing in conjunction with Service Boards (CTA, Metra and Pace) and public outreach to help achieve efficiency, transparency and accountability.

Responsibilities include but are not limited to:

1. Develops and executes communications plans for agency objectives as enumerated in the communications division work plan. Provides communications and editorial support for reports and documents created internally and externally in support of RTA programs and projects. Produces and writes agency program communications and publications, such as ADA, free rides for seniors and educational materials to describe the agency's strategic plan and transit funding campaigns.
2. Serves as secondary agency spokesperson for the news media. Assists in researching, implementing and managing media relations efforts. Works with department heads to develop, write and/or place by-lined articles in print/broadcast media and publications. Monitors and assesses daily news coverage of the RTA, CTA, Metra and Pace and related transportation topics.
3. Manages media relations efforts by writing and issuing media advisories and press releases plus having them posted on websites, coordinates press conferences and produces media kits and materials; also keeps Service Board counterparts informed of RTA media relations efforts.
4. Supports Manager, Marketing by providing communications services to achieve coordinated marketing, advertising, sales and public information programs such as Transit Benefit program.
5. Supports Manager, Public Outreach by providing communications services to educate the public and obtains input about transit operations, projects and activities to achieve transparency and accountability. Publicizes public meetings and hearings by placing newspaper ads, issuing press releases and notifying key stakeholders.
6. Writes, edits and manages the production of RTA's InTransit newsletter. Provides creative and editorial support to develop and produce agency annual report. Provides editorial and content support for the RTA annual budget and two-year financial plan. Manages outside vendors for graphic design and production services for RTA publications.
7. Creates and maintains content for RTA and Moving Beyond Congestion web sites. On a daily basis, reads and responds to website visitor inquiries received in the Communications e-mailbox. Supports Manager, Marketing strategy to improve the

overall structure and performance of the website through the use of internal and external resources.

8. Maintains biographies and photos of RTA senior management and Board and provides copies when requested. Manages agency photography services and serves as primary liaison to vendor.

The ideal candidate must possess a Bachelor's Degree in journalism, public relations, communications or a related field or equivalent related work experience.

The ideal candidate must possess at least five (5) years experience in either agency public relations or a corporate or government public relations department with personal responsibility for communications and media/public relations. Proven track record working with print, broadcast and online media experience necessary. Transit experience preferred, but urban planning, land use, or public policy/public administration background helpful. Excellent written and verbal communication and interpersonal skills essential. Must be a clear, concise and persuasive writer who can communicate to diverse audiences. Careful attention to detail and ability to effectively edit and proofread. Ability to understand, interpret and write about complex transportation and transit technology information. Ability to multi task and produce high volume of work on tight deadlines. Ability to follow through on assigned tasks with limited supervision. Excellent time management and organizational skills are also needed.

Minimum Starting Salary: \$61,204

The RTA offers a competitive compensation and benefits package. Relocation is not available. For more information about the RTA, visit our website at www.rtachicago.com.

Please submit a cover letter, resume and salary history to:

Regional Transportation Authority
Human Resources, Attn: 08-MC
175 W. Jackson, Suite 1550
Chicago, IL 60604

To apply online, go to: <https://www.rtachicago.com/jobposting/?job=26>

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