

JOIN OUR TEAM

COMMUNICATIONS SPECIALIST

Reports To:	Deputy Executive Director of Intergovernmental and Outreach
Salary Ranges:	\$56,650 - \$87,550
Location:	Fort Lauderdale, Florida
FSLA Status:	Exempt

THE POSITION

The Communications Specialist is responsible for coordinating the development and implementation of communications strategies, plans, and campaigns to meet the Broward Metropolitan Planning Organization's local, state, and federal requirements, goals, and objectives. This position supports other MPO team members, prepares reports, delivers presentations, and assists in transportation planning projects and programs.

DUTIES & RESPONSIBILITIES

- Assists with the development and periodic updates to the Public Participation Plan (Core Product) consistent with all state and federal requirements and in coordination with Public Outreach Program staff.
- Provides communications materials and strategies for outreach activities in support of MPO Core Products developed by other departments, including but not limited to the Metropolitan Transportation Plan (MTP), Transportation Improvement Plan (TIP), and Unified Planning Work Program (UPWP).
- Oversees the planning and execution of public relations and informational materials for external audiences to establish and maintain public awareness of and engagement with Broward MPO's agenda and successes.
- Assists with the coordination, planning, and execution of public engagement events for a variety of audiences, including community stakeholders, government agencies, and the media.
- Oversees the development of content for media and public consumption, including news releases, media advisories, fact sheets, speeches, presentations, surveys, flyers, social media content, videos, press kits, and editorials.
 - Prepares and edits organizational publications for external audiences.
 - Develops and execute plans for increased media visibility.
 - Ensures clarity of content and user-friendliness of Broward MPO's website.
 - Assists with compliance with Title VI, Environmental Justice, Low-Literacy, and Limited English-Proficiency programs
 - Assists in the preparation of the budget for assigned MPO program, or a section.
 - Prepares MPO staff reports and presenting them at MPO Board and Committee meetings and public meetings
 - Completes routine MPO activities and projects within the area of responsibility under the direction of a Deputy Executive Director.

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COMPETENCIES

- Organizational
- Interpersonal
- Coordination
- Scheduling
- Transportation planning
- Decision making
- Discretion
- Judgment
- Independence
- Verbal and written communication proficiency
- Personal effectiveness/credibility

EDUCATION & EXPERIENCE

- A Bachelor's Degree in Transportation, Planning, Public Administration, or related field plus two (4) years of relevant professional experience. A Master's Degree may be substituted for one (1) year of professional experience; or
- Any equivalent combination of relevant training and experience that provides the requisite knowledge, skills, and abilities for this job, which may serve as a substitute at the discretion of the MPO.

LICENSES AND/OR CERTIFICATES

- Possession of and ability to maintain a valid State of Florida Driver's License.
- Other qualifications as appropriate or ability to learn.

KNOWLEDGE, SKILLS, & ABILITIES

- Knowledge of general transportation planning principles and practices.
- Knowledge of sources of information, current literature, and recent developments in transportation and MPO planning
- Skills/expertise in one or more functional transportation planning specialties.
- Knowledge and skill in the use of computer systems and software applications.
- Knowledge of office procedures, practices, systems, equipment and software, including Microsoft Office Suite
- Ability to communicate effectively both orally and in writing.
- Ability to establish and maintain effective working relationships with the general public, co-workers, elected and appointed officials and members of diverse cultural and linguistic backgrounds regardless of race, religion, age, sex, disability, political affiliation or sexual orientation.
- Ability to work with relative independence on routine activities, projects, and tasks under the direction of a Supervisor.
- Ability to analyze/evaluate and interpret data and bring recommendations to Supervisor.
- Ability to recognize potential problems and identify innovative solutions.

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WORKING CONDITIONS

- This job operates in a professional office environment or telework.
- The noise level in the work environment is usually quiet to moderate.
- The employee is occasionally exposed to outside weather conditions during travel.

PHYSICAL DEMANDS

- While performing the duties of this job, the employee is regularly required to talk, stand; walk, use hands and fingers to handle or feel; and reach with hands and arms.
- This is light work requiring the exertion of 20 pounds of force occasionally, and up to 10 pounds of force frequently.
- The work requires visual acuity and manual dexterity to operate computer equipment and for reviewing, checking, preparing and maintaining written and electronic documents.
- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

POSITION TYPE/EXPECTED HOURS OF WORK

- This is a full-time position.
- The official hours of business are Monday through Friday, 8:00 a.m. to 5:00 p.m., but the MPO offers employees a variety of flexible schedule (i.e., flexible arrival and departure times) options within the limits set by the supervisor.

SECURITY CLEARANCE:

- None

TRAVEL

- Occasional travel is expected for this position.

OTHER DUTIES

- The above information is intended to indicate the general nature and level of work performed by employees in this position. This description is not intended to contain or be interpreted as a comprehensive inventory of all duties and qualifications required of employees assigned to this position.
- Duties, responsibilities and activities may change at any time with or without prior notice.

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