



**Position:** Communications Associate

**Reports to:** Community Relations Director

**Compensation Range:** \$60,000 - \$75,000

**Benefits:** Healthcare, Dental, Vision, Retirement Contribution, PTO

The Regional Transit Authority of Southeast Michigan (RTA) was established by Public Act 387 of 2012. RTA is responsible for developing a regional master transit plan, coordinating regional transit projects and programs, and distributing federal and state transit formula funds in the four-county region that includes Macomb, Oakland, Washtenaw, and Wayne Counties. Its 10-member board is appointed by the county executives of Wayne, Oakland and Macomb Counties, the chair of the Washtenaw County Board of Commissioners, the Mayor of Detroit, and the Governor of Michigan.

The **Communications Associate** will be primarily responsible for working on the development of RTA graphic and narrative content include presentations, videos, reports, and social media posts. Including monitoring and updating the communications strategy, managing the RTA newsletter content, serving as primary staff at RTA community engagement events, and growing the RTA's social media presence.

#### **Essential Functions**

- Supports the RTA Community Relations Manager and outside consultants to direct stakeholder engagement, including developing messages, identifying stakeholders, and crafting an engagement plan.
- Develops graphics and visuals that reflect and support the RTA's current branding. This includes laying out marketing materials and formatting technical reports.
- Leads the RTA's social media presence. This includes developing monthly campaigns and themes, video content, and ways to engage with public.
- Leads the RTA's website content management.
- Supports all RTA in-person public engagement activities.
- Assists in the analysis of information collected through public and stakeholder engagement.
- Makes presentations to the Board and Committees as required.
- Participates in special task forces, committees, panels, and peer groups on major issues as required.
- Performs other duties as assigned

#### **Education**

- Bachelor's Degree in Communication, Public Relations, Political Science, Marketing, or related field.

#### **Experience**

- One year of relevant experience in public outreach, social media, marketing, and branding, with expertise in the political or public sector. Graphic design experience desired.
- Preferred Qualifications:
  - Knowledge of Southeast Michigan governments, stakeholders, and transit providers



- Experience working in government agency communications and government relations
- Experience with grassroots organizing and community engagement

**Equal Employment Opportunity:**

The RTA provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws. The RTA complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

**At Will Employer:**

Employment with the RTA is voluntary and is subject to termination by management at will, with or without cause, and with or without notice, at any time. Nothing in this notice shall be interpreted to be in conflict with or to eliminate or modify in any way the employment-at-will status of RTA employees. The only exception to this policy is a written employment agreement approved at the discretion of the RTA Board of Directors.