



metroplan orlando

A REGIONAL TRANSPORTATION PARTNERSHIP

## Job Description

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Position Title: Communication Coordinator

Department: Regional Partnerships

Reports To: Public Information Manager

Category: Nonexempt

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### Position Summary

The communication coordinator assists in developing and implementing all phases of MetroPlan Orlando's comprehensive community outreach and public information program.

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### Essential Functions

- Maintain the organization's website as the primary digital source of MetroPlan Orlando's transportation planning information. Takes the lead on sections that are frequently updated, such as the calendar and Doing Business With Us sections.
- Manage day-to-day activity on social media channels. Ensure that outgoing content is interesting, timely, and well-written. Encourage community interaction and foster a conversation with the public by responding to inquiries and comments about transportation, where appropriate.
- Create original graphics and visuals that convey transportation planning ideas for use in online outreach (website, social media) and in staff PowerPoint presentations.
- Edit basic videos for use on social media and in other settings, as needed.
- Assist in organizing and executing events to ensure a high level of public participation in the region's transportation planning process.
- Assist in developing programs to engage the community in the region's transportation planning process, particularly those groups who may be underrepresented in such activities.
- Assist with writing assignments that present technical information in an understandable way, including newsletter articles, fact sheets and reports.

- Assist in developing and/or supporting current and potential campaigns, special projects, and events that promote organizational goals. (Examples include the Metropolitan Transportation Plan, transportation workshops, bicycle and pedestrian-related information activities, and freight mobility information activities.)
  - Serve as primary liaison for vendors providing print services and promotional items.
  - Assist with the design, printing, and production of reports, technical products, collateral, and PowerPoint presentations to ensure that material meets all MetroPlan Orlando graphic standards.
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## **Other Functions**

- Fulfill other duties as may be required by the Public Information Manager.
- Represent the organization at relevant meetings and community functions.
- Give presentations to community groups, as needed.
- Work an extended schedule when needed, including occasional weekends and evenings, according to the demands of the role and tasks.
- Continually reflect a professional image of the organization.

*Note: The listed duties are only illustrative and are not intended to describe every function that may be performed by this job class. The omission of specific statements does not preclude management from assigning specific duties not listed if such duties are a logical assignment to the position.*

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## **Job Qualifications**

### **Education, Experience, & Training**

- Bachelor's degree in public relations, marketing, journalism or related field and minimum of two years' experience in communication, or an equivalent combination of training and experience.

### **Knowledge, Skills, & Abilities**

*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, skills, and/or abilities required.*

- Exceptional creativity and communication skills – both written and oral
- Successful track record of creating engaging visuals and simple, impactful videos
- Demonstrated proficiency with:
  - Microsoft Office (Word, PowerPoint, Excel, Outlook)
  - Adobe Creative Suite (Illustrator, Photoshop, InDesign)
  - Video editing software
  - Social media channels (Facebook, Twitter, YouTube, LinkedIn)
- Familiarity with:

- WordPress
- E-newsletter platforms like Constant Contact
- Social media management software like Sprout Social
- Ability to have positive interactions and build relationships with a variety of audiences, including citizens, elected officials, business/non-profit leaders
- Ability to develop a project from concept to completion
- Proficiency in special event coordination, community relations, and public relations
- Outstanding attention to detail
- Ability to develop written and visual content for different audiences using a variety of communication channels, such as presentations, website, video, and social media
- Ability to communicate complex information in an easy-to-understand manner.
- Ability to work effectively in a team environment.
- Willingness to travel to off-site functions and meetings within the three-county area.
- Bilingual (English/Spanish) preferred, but not required.

*It is the individual responsibility of every employee to maintain a current awareness and understanding of appropriate laws, regulations, internal policies and procedures, and to comply fully with those laws, regulations, policies and procedures. Additionally, managers and supervisors are responsible for creating an environment in which they hold their employees accountable for the above.*

**Physical Requirements**

- Ability to sit at a computer for long periods of time
- Ability to lift moderately heavy objects, such as event supplies

MetroPlan Orlando is an Equal Opportunity Employer. In compliance with the Americans with Disabilities Act, MetroPlan Orlando will provide reasonable accommodations to qualified individuals with disabilities and encourages both prospective and current employees to discuss potential accommodations with the employer.

All job descriptions are subject to revision and amendment. Job descriptions shall be reviewed and updated, if necessary, at least annually during the normal employee review period. I have received a copy of this job description and am fully aware of the expectations of the job.

[Insert Name], Communication Coordinator	Date
Cynthia Lambert, Public Information Manager	Date
Gary Huttman, Executive Director	Date