

## **GAYLORD BUSINESS CORRIDOR TIGER GRANT**

JOB TITLE: Education/Media Outreach Specialist

DEPARTMENT: Research Division

REPORTS TO: Research Director

APPROXIMATE STARTING SALARY: \$85.00/hour (Consultant Fee)

### ***Position Summary:***

The Education/Media Outreach Specialist is in charge of managing all external communication processes under the supervision and in direct coordination with the Research Director. Indirect reporting will be to the Gaylord City Manager. This position will serve as an information liaison for the partner agencies, general population, and media representatives for and in Otsego County.

Functions include media relations, developing and implementing communication strategies for the GBC Traffic Safety Program, advocacy campaigns and public relations related to construction projects. This position will also train key project personnel on how to speak with the press, how to speak to elected officials, and how to engage others in collective action.

### ***Duties and Responsibilities:***

Duties and responsibilities may include, but are not limited to the following which are discussed and prioritized by the Consultant and supervisory staff:

- ❖ Represent the GBC TIGER grant as the key spokesperson
- ❖ Respond to media inquiries relating to the GBC Traffic Safety Program and road segment projects
- ❖ Develop and maintain media contacts, including the development and maintenance of a database for archiving program related press activities
- ❖ Prepare written documents including press advisories and releases, talking points, relevant traffic safety fact sheets, other press packet and community outreach materials
- ❖ Prepare material outlining various benefits of the project(s) once completed and other public health concerns that affect the welfare of the population and safety of the GBC transportation infrastructure
- ❖ Plan and execute press events including conferences, report releases, coverage of community meetings

- ❖ Participate in the strategic planning and development of the GBC Traffic Safety Program and methods to utilize press coverage to advance campaign goals
- ❖ Identify, in coordination with the supervisory staff, community members to speak to the press
- ❖ Train project-related personnel on presentation style at press events or for individual interviews
- ❖ Coordinate and where relevant, conduct press training for staff and relevant partnership groups and agencies
- ❖ Update the TIGER grant website to ensure that press coverage is adequately represented
- ❖ Create and implement a news media program utilizing social networking websites, YouTube, blogging, etc.
- ❖ Document GBC TIGER grant events and campaigns through video, photo, and other methodologies
- ❖ Participate in multi-organizational press teams on behalf of the GBC TIGER grant
- ❖ Produce quarterly written progress reports to Research Director
- ❖ And other duties assigned by Research Director related to position

***Experience/skills recommended for the position:***

- ❖ Excellent writing and public speaking skills
- ❖ Commitment to transportation and safety issues
- ❖ Minimum of two years experience in communications
- ❖ Able to maintain databases and other office computer skills (Word, excel, office, e-mail)
- ❖ Ability to work independently and in teams
- ❖ Highly organized and able to manage multiple ongoing projects
- ❖ Must be able to work flexible hours including evenings and weekends
- ❖ Own vehicular transportation and possess a valid Michigan driver's license

***Education and Training:***

Bachelor's degree in a related field preferred. Ability to define problems and speak professionally to the media as an advocate of the GBC TIGER grant activities so as to disclose to the public the status of the individual projects and improve awareness. Ability to interpret and review an extensive variety of project related information and draw valid conclusions. Proficient in Microsoft Word, Excel, PowerPoint and the Internet required. Ability to handle and prioritize multiple tasks to meet deadlines. Must possess strong organizational, interpersonal, and communication skills and able to work independently. Flexibility in work schedule is required.