



Capital Area Transit System

POSITION:

**Communications
Liaison**

OPENING DATE:

**Tuesday, March 7,
2023**

CLOSING DATE:

**Tuesday, March 21,
2023**

RECRUITMENT TYPE:

Internal/External

COMMUNICATIONS LIAISON

Position Overview

The Capital Area Transit System (CATS) is a public transit agency serving the communities of Baton Rouge and Baker, Louisiana and thousands of riders who rely on the service every day for traveling to work, school, shopping, doctor visits and more. CATS strives to fulfill its mission of connecting its customers to what matters, and recently, voters overwhelmingly approved the renewal of the funding source that supports CATS' operations.

CATS is seeking a dynamic communications leader to join our team as Communications Liaison. This role will be responsible for disseminating routine informational material through various media to inform the public about the agency's programs or services, inform executive and administrative staff about progress of public relations activities and assist in developing and implementing public relations programs for departmental programs.

The ideal candidate has a strong technical background with proven experience in strategic communications, marketing, content creation and web development, customer relations, public outreach, and stakeholder engagement. Additionally, this individual will work with the team to carry out tasks varying in levels of responsibility.

Key responsibilities include, but are not limited to the following:

Gathers, prepares and distributes information about a department, agency, or office to the media and directly to the public on ongoing programs

Assists in program development and implementation

Assists in gathering and entering information on the departmental web page

Assists in responding to electronic commerce from the departmental web page

Researches and assists in writing news releases

Contacts media representatives to inform them of special agency events

Assists in coordinating publicity for agency events; sets up displays, gives tours and audio-visual presentations

Researches and assists in writing materials for and participates in the layout of informational materials such as newsletters, bulletins, pamphlets, directories, brochures, billboards, fact sheets, and posters

Assists in developing audio-visual presentations and scripts

Assists in speech writing for executives

Qualifications/Skills/Knowledge

- A bachelor's degree in mass communication, public relations, English, journalism, communication studies, or a related field is required
- Experience in marketing, public relations, library science, and/or the research, written preparation and dissemination of information to the public or on behalf of an organization to its customers through such medium as publications, broadcasting, Internet web pages, social media, or public speaking will substitute for the required degree on the basis of one year of experience for thirty semester hours of college.

- Strong skills in content development and copy editing, according to AP style and related style guidelines
- Ability to both conceptualize and execute on a variety of communication efforts, including in-person, print, and digital outreach
- Ability to work independently, with minimal supervision and effectively prioritize work
- Experience in the transportation or the mass transit industry preferred
- Ability to perform effectively under pressure and utilize strong organizational skills when faced with competing priorities
- Strong management skills, emotionally intelligent and self-aware with an ability to listen effectively to others and learn from their best ideas
- Strong organizational skills, attention to detail, and commitment to deadlines
- Excellent communication and interpersonal skills, including the ability to foster productive relationships with local stakeholders
- Exceptionally strong work ethic and commitment to CATS' mission and goals
- Willingness to learn new skills and adopt new methodologies

Please submit a cover letter and resume to: lshelton@brcats.com. Submittal must be received no later than Tuesday, March 21, 2023.

Capital Area Transit System (CATS) is an Equal Employment Opportunity employer. CATS does not discriminate against any applicant or employee on the basis of race, color, sex, religion, national origin, age, disability, or any other consideration made unlawful by applicable federal, state or local laws.