

# JOB OPPORTUNITIES

## CAPITAL AREA TRANSIT SYSTEM



**LOCATION:**  
2250 FLORIDA BLVD.  
5700 FLORIDA BLVD.

**JOB POSTING DATE:**  
7.5.17

### How To Apply:

Submit an Employee Application along with your resume to Human Resources.

HR Fax: 225.346.3249

HR Email: [careers@brcats.com](mailto:careers@brcats.com)

### CAPITAL AREA TRANSIT SYSTEM

2250 Florida Boulevard  
Baton Rouge, LA 70802

Phone: 225.389.8920  
Fax: 225.389.8919

## COMMUNICATIONS/MEDIA COORDINATOR

**JOB TITLE:** Communications and Media Coordinator

**FLSA STATUS:** Exempt

**SUPERVISION RECEIVED FROM:** Business Development Manager (BDM), Communications Director (CD)

**DEPARTMENT:** Administration

**WORK SCHEDULE:** Varies

**SUPERVISION EXERCISED OVER:** N/A

**MINIMUM QUALIFICATIONS:** Bachelor's degree in marketing or a communications-related field, 5-10 years of professional experience in marketing and/or communications

**PREFERRED QUALIFICATIONS:** Masters Degree

**SUMMARY:** The Communications and Media Coordinator will perform activities related to communications and marketing of the agency, as well as, serving as an administrator of the agency. Will work with the BDM and the CD to develop and implement outreach programs tailored to various stakeholder groups and work to grow the stakeholder pool. The coordinator will serve as one of two primary administrators for the agency website and will work with a consultant on social media engagement .

### **REQUIRED KNOWLEDGE, SKILLS, and ABILITIES:**

Excellent oral, written and visual communication skills. Articulated support for the schools district's mission, values and operating paradigm. Demonstrated commitment to client satisfaction. Strong commitment to ethical business practices. Proven adaptability, flexibility and creativity. Demonstrated ability to thrive within a team structure. Ability to work independently with minimal supervision. Comprehensive understanding of Microsoft Office Suite, 365 applications and SharePoint. Proficiency with Adobe InDesign, Illustrator & Photoshop. Knowledge of web publishing and social media methods. Proficiency with social media platform management. Proficiency with video software (ex: Final Cut Pro). Proficiency with website content management.

### **ESSENTIAL DUTIES:**

Coordinate with the BDM and CD to promote the use of transit in Baton Rouge. Support agency communications strategic priorities and goals as part of the larger CATS Strategic Plan. Serve as administrator of agency website and work with CD to oversee content posting for website and social media channels. Work with BDM and CD to represent the agency at community meetings and events to grow agency exposure. Other duties as assigned by CD

Capital Area Transit System (CATS) provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, CATS complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.