

# PUBLIC INVOLVEMENT SPECIALIST

STARTING AT \$51,000 ANNUALLY

<b>FLSA Classification</b>	EXEMPT
<b>Reports to</b>	Public Relations Director
<b>Type</b>	Regular, Full-time
<b>Date Prepared</b>	July 14, 2023
<b>Date Modified</b>	June 5, 2024

### **General Statement of Position:**

The Public Involvement Specialist works as a collaborative, public-facing member of the Palm Beach TPA's Public Relations Team. The position's primary responsibilities include assisting with implementation of the TPA public engagement plan by distributing concise information and soliciting input regarding the TPA's plans and programs.

The position also requires interacting with a variety of transportation professionals, the public, the media, TPA Board members, other elected officials, local, state and federal agency staff, partner agencies and other stakeholders; additional responsibilities include assisting with the implementation of the TPA's Public Participation Plan (PPP), hosting and/or supporting TPA-sponsored events, performing graphic design tasks, maintaining contact databases, and performing other tasks. All work is performed under the direction and initiative of the TPA's Public Relations Director.

### **Position duties include:**

- Represent the TPA and engage with members of the public at outreach events, community presentations, public and partner agency meetings.
- Assist with TPA Governing Board and advisory committee meetings, webinars, workshops and other events by setting up and running hybrid and virtual Zoom events.
- Plan, organize, attend, or support TPA special event participation, including occasional weekend or evening meetings and events as required.
- Create excellent visual and written graphics to support public engagement and solicit feedback regarding transportation planning and programs.
- Create graphics and written content for e-newsletter articles, website and social media posts. Maintain, monitor and make updates to the TPA's website as needed, including ensuring ADA compliance and tracking digital metrics.
- Create social media posts and monitor each social media platform for comments and questions.
- Support outreach campaigns for TPA initiatives to create and collect statistically significant surveys, enhance public safety, and educate the public. Summarize responses through graphic content.
- Create and/or develop interactive maps, projects, or activities.
- Assist with the design, purchase and distribution of promotional items.
- Assist with implementation of the TPA's PPP, its Title VI and ADA Nondiscrimination Policy and Plan, and its Limited English Proficiency (LEP) Plan.
- Assist with media inquiries, coordinate interviews and pitch news stories.
- Assist with training for TPA staff and partners relative to the TPA plans listed above.

- Create and edit photos and videos of TPA events and transportation projects for use in digital and print publications.
- Prepare and present transportation planning materials to the general public, governmental agencies, boards and advisory committees, civic organizations, and news media.
- Document public engagement activities for e-newsletters, annual reports, and state/federal reviews.
- Maintain contact information and mailing lists.
- Prepare and present agenda items for meetings as required.
- Review and revise materials for grammar and punctuation.
- Perform other related work as required.
- Perform all other duties as may be assigned to meet agency needs.

### **Minimum Qualifications:**

To perform this job successfully, an individual must be able to perform each of the aforementioned essential duties satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education and Experience:**

- Bachelor's degree in communications, public involvement, public relations, or related field is required.
- One (1) or more years of experience in communications, public involvement, public relations, or graphic design is required.
- Experience working with a Metropolitan Planning Organization or government agency is preferred.

### **Certificates, Licenses, Registrations**

Must have or obtain a valid Florida Driver's License and maintain a clean driving record.

### **Knowledge**

- Event planning and coordination.
- Florida's Public Records laws and records management requirements.
- Structure and content of business English including spelling of words, rules of composition, and grammar.
- Robert's Rules of Order general procedures.

### **Skills**

- Highly competent in both oral and written communication.
- Highly competent in computer systems including Adobe Creative Suite, Microsoft Office Suite and website content management platforms;
- Highly competent in using and operating virtual meeting platforms, including facilitating in-person and virtual (i.e., hybrid) Microsoft Teams and Zoom meetings.
- Highly competent in using various social media platforms for an organization.
- Preparing and giving oral presentations.
- Preparing and editing documents.
- Speak English fluently.

### **Abilities**

- Create interactive and engaging digital content.
- Communicate clearly both orally and in writing.
- Organize and analyze information.
- Manage multiple assignments.
- Serve effectively in group activities such as teams, task forces, and committees.

- Understand complex issues and explain them in “plain speak.”
- Work with minimal supervision and direction and initiate projects and activities without direction.
- Work under pressure/stress with an extreme level of accuracy.
- Understand and care for the diverse members of Palm Beach County’s communities.

### **Benefits**

The TPA offers a competitive salary and excellent benefits package including paid leave and TPA-funded insurance, retirement, transportation, and tuition reimbursements.

### **Working Conditions**

While performing the duties of this job, the employee is subject to the following conditions:

#### Environment:

- The work is performed within an office environment though travel offsite is often required.
- Lighting and temperatures are typically adequate, and there are few hazardous or unpleasant conditions caused by noise levels, atmospheric levels, etc.
- The noise level in the work environment is typically quiet to moderate.

#### Physical Demands:

- The employee is generally sedentary, but may occasionally be required to stand, walk, stoop, kneel, or bend at the waist.
- The ability to lift and carry 20 pounds as occasionally required.
- Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.
- Specific hearing abilities required by this job include the ability to hear and speak to communicate in person, before groups, and over the telephone.

#### Work Authorization/Security Clearance:

- The employee must successfully pass a criminal background check.
- The TPA will also verify the identity and employment authorization of individuals hired so the proper completion of Form I-9 is required, which includes the employee providing documents evidencing identity and employment authorization.
- The TPA is a drug-free workplace as provided in Section 440.101 *et seq.*, Florida Statutes so the employee may be subject to drug and alcohol screens, as permitted by law.

### **Travel**

Approximately 10% to 20% of the employee’s time may be spent outside the office travelling to transportation-related meetings and events.

### **Other Duties**

*The above information is intended to indicate the general nature and level of work performed by the employee in this position. This description is not intended to contain or be interpreted as a comprehensive inventory of all duties and qualifications required of employees assigned to this position. Duties, responsibilities, and activities may change at any time with or without notice.*