



## **Job Advertisement**

### **Communication Specialist – Community Outreach**

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MetroPlan Orlando, the metropolitan planning organization for Orange, Osceola, and Seminole Counties, is looking for an experienced professional who will assist in developing and implementing MetroPlan Orlando’s comprehensive community outreach and public information program, with emphasis on involving various audiences in transportation planning, while establishing contacts and coordinating with partners across the region. This new full-time position will report to the Public Information Manager. The work environment for this position is a hybrid-office setting with some in-field activities around the region.

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#### **Essential Functions**

- Take the lead in organizing and executing in-person, hybrid, and virtual events to ensure robust public participation in the region's transportation planning process,
- Serve as communication lead on assigned tasks and projects, working in close cooperation with the transportation planning department to support planning products.
- Develop a system for highlighting and supporting events and projects from MetroPlan Orlando’s local government partners, board members and state partners.
- Develop and execute an outreach program focused on reaching students and young adults of various ages to involve younger generations in the transportation planning process.
- Take the lead in executing surveys and gathering feedback about transportation issues.
- Represent the organization at relevant meetings and community functions including occasional weekends and evenings.
- Give presentations to community groups, as needed.
- Other duties and responsibilities as assigned.

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.

#### **Minimum Qualifications**

- Bachelor’s degree in public relations, marketing, journalism or related field and minimum of five years’ experience in communication, or an equivalent combination of training and experience.
- Exceptional creativity and communication skills – both written and oral
- Successful track record of creating engaging outreach materials in a variety of formats
- Demonstrated proficiency with Microsoft Office; various social media channels; online meeting platforms such as Zoom; website systems such as WordPress; and email marketing platforms such as Constant Contact
- Familiarity with Adobe Creative Suite; online graphics design platforms such as Canva; video editing software; and social media management software such as Sprout Social
- Experience working with the public, advisory committees, and elected officials.

- Ability to develop a project from concept to completion
- Proficiency in special event coordination, community relations, and public relations
- 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.
- Bilingual (English/Spanish) strongly preferred but not required.

## Salary & Benefits

The full-time position offers a competitive salary and an excellent fringe benefits package, including health insurance, retirement planning, and paid time off. MetroPlan Orlando is based in beautiful downtown Orlando, with convenient access to the Church Street SunRail Station, nearby Lymmo service, a LYNX bus stop at the front door, and secure bicycle and vehicle parking.

## How to Apply

Send a cover letter and resume to: [hr@metroplanorlando.gov](mailto:hr@metroplanorlando.gov) OR Director of Finance & Administration, MetroPlan Orlando, 250 South Orange Avenue, Suite 200, Orlando, FL 32801. Completion of a MetroPlan Orlando employment application form will be required of those selected for interview.

MetroPlan Orlando is an equal opportunity employer, a drug-free workplace, and a tobacco-free workplace. It is the policy of MetroPlan Orlando that all applicants selected for employment must sign an Affidavit for Non-Use of Tobacco Products in order to be hired. The non-use of tobacco products must have been for a period of at least six months immediately preceding application for employment; and must be maintained and continued for the duration of employment with MetroPlan Orlando.

All applications must be received by March 28, 2025. Open until filled.