



Public Involvement Coordinator

Sarasota/Manatee Metropolitan Planning Organization
Established Date:
Revision Date: 03/25/2022

Salary Range: \$45,000 to \$60,000

General Information:

Performs skilled professional work developing and coordinating a public information program that promotes awareness and understanding of transportation planning, projects, and issues through proactive communication with citizens, news media, and organizations. Responsible for developing, planning, and administering projects which are complex in nature and/or large in scope. Administers the ongoing management of the MPO website and other social media. responsible for developing, planning, and administering projects which are complex in nature and/or large in scope.

Working Conditions:

Work is performed in a standard office environment and involves light physical demands and frequent use of personal computers. Lifting equipment up to 25 lbs. alone and up to 50 lbs. with assistance. Attend outside and night meetings as requested at partner and project sites. Fieldwork may be performed with exposure to weather conditions, dust, dirt, noise, traffic, exhaust fumes, and moving equipment. Ability to walk and/or bike up to five miles.

Job Duties:

Essential Functions:

These are intended only as illustrations of the various types of work to be performed. The omission of specific duties does not exclude them from the position.

Promotes the mission, goals, programs, and priorities of the organization through educational presentations, public involvement, and website content management.

Develops and implements educational and public outreach programs related to transportation planning, public safety, transit, and alternative transportation options.

Responds to requests and schedules speaking engagements before civic clubs, citizens associations, and other community organizations.

Organizes teams to establish programs for various transportation modes including walking, bicycling, and trails.

Coordinates the development of newsletters, annual reports, publicity material, informational and educational presentations and publications, and website content.

Researches, compiles, and collects data and information. Evaluates, analyzes, and makes recommendations based on results.

Updates the Public Involvement Plan and conducts evaluations of the process as needed.

Coordinates special events and conducts public meetings. Prepares and presents information related to the planning process and projects and gathers feedback.

Initiates and carries through to complete special projects and programs as assigned by the supervisor or director.

Works with the planning team and local transit partners to support transit objectives and to prepare transit reports and grant documents.

Performs quality control/quality assurance on all MPO work products including agendas.

Minimum Qualifications:

A Bachelor's degree from an accredited college or university in Public or Business Administration, Political Science, English, Communications, or any planning-related field with some experience in graphic design, public relations, or communication. Experience with Microsoft Office, Windows, and Adobe Creative Cloud. An equivalent combination of education and relevant experience may be substituted. Also, preferred is experience with Sketchup, InDesign, and Photoshop.

Knowledge, Abilities, and Skills:

Ability to be a self-learner, self-starter, versatile, creative, highly detailed, organized, and thorough.

Ability to communicate effectively, both orally and in writing to a wide range of ages and constituents including municipal, county, state, and federal officials, professionals, and the public.

Experience with proposal and/or grant development, writing, management, and reporting.

Ability to achieve objectives through teamwork in a deadline-driven environment, handling multiple tasks in an organized and efficient manner.

Ability to handle multiple projects at the same time and perform duties effectively and efficiently in a high-stress, fast-paced environment.

Ability to coordinate, organize, and schedule activities, projects, training, and educational programs including estimation of staff time and budget required for each activity.

Ability to coordinate and provide presentations for small and large public meetings and events.

Ability to communicate abstract and technical information effectively, and to translate into layman's terms for public distribution.

Ability to work in a team environment and possess time management skills to meet deadlines.

Knowledge of requirements for press, radio, television, and social media publicity.

Ability to write and assemble interesting, informative news releases, print material, and other public information material.

Ability to utilize software for website development updating/editing/graphic design.

Ability to plan, coordinate, and assign tasks to other personnel as required for work assignments.

Ability to learn and interpret applicable laws and regulations.

Possesses technical problem-solving skills.

Possesses a valid Florida driver's license, and a good driving record.