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## PUBLIC RELATIONS SPECIALIST

\$37,627 - \$60,622 ANNUALLY  
PLUS EXCELLENT BENEFITS

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The Palm Beach TPA is seeking a dynamic public relations professional to join the team responsible for collaboratively planning, prioritizing and funding the transportation system of Palm Beach County, FL.

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**The Position** The Public Relations Specialist is a public face of the Palm Beach TPA and implements its public engagement plan by distributing concise information and soliciting input regarding the TPA's plans and programs.

Primary responsibilities include interfacing 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; implementing 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 as detailed at [PalmBeachTPA.org/jobs](http://PalmBeachTPA.org/jobs).

Work is performed with considerable independence and initiative under the direction of the Public Relations Manager.

**Candidates** Successful candidates will have two (2) or more years of communications, public involvement or graphic design experience and a related Bachelor's Degree or an equivalent combination of education and experience.

Ideal candidates will:

- Be skillful using computer systems including Adobe Creative Suite, Microsoft Office Suite and website content management platforms;
- Possess excellent graphic, written, and oral communication skills, including the ability to distill complex information into clear and understandable messages;
- Have experience creating interactive and engaging digital content;
- Demonstrate success using various social media platforms for an agency;
- Possess novice or higher competency in Spanish;
- Be committed to effective working relationships with people of diverse cultural and linguistic backgrounds without discrimination; and
- Have experience working with a Metropolitan Planning Organization.

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

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**About the TPA** The TPA is the federally designated Metropolitan Planning Organization for Palm Beach County, Florida, providing the forum that brings county commissioners, city officials, seaport commissioners and transportation professionals together to implement a safe, efficient, connected, and multimodal transportation system. ***Come join our team!***

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**To Apply** Applicants must submit a cover letter, resume, samples of completed work and completed application (available at [PalmBeachTPA.org/jobs](http://PalmBeachTPA.org/jobs)) to [humanresources@PalmBeachTPA.org](mailto:humanresources@PalmBeachTPA.org).

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### Detailed Duties & Responsibilities

- Create excellent visual and written graphics to support public engagement and solicit feedback regarding transportation planning and programs.
  - Support outreach campaigns for TPA initiatives to collect statistically significant surveys, enhance public safety, and educate the public. Summarize responses through graphic content.
  - Develop and/or oversee creation of interactive maps, projects, or activities.
  - Create interesting and relevant graphics and written content for e-newsletter articles, website and social media posts.
  - Plan, organize, manage, attend or support TPA special event participation, including occasional weekend or evening events.
  - Assist with the design, purchase and distribution of promotional items.
  - Implement the TPA's PPP, its Title VI and ADA Nondiscrimination Policy and Plan, and its Limited English Proficiency (LEP) Plan.
  - Assist with training for TPA staff and partners relative to the TPA plans listed above.
  - Maintain and monitor the TPA's website and social media platforms, including ensuring ADA compliance and tracking digital metrics.
  - Develop and administer TPA social media policies to ensure routing posts and archival of content.
  - Create and edit photos, short videos, and video and audio recordings of TPA meetings and events for use in digital and print publications.
  - Create multilingual meeting notifications using text translated by others.
  - Prepare and present transportation planning materials to the general public, governmental agencies, boards and advisory committees, civic organizations, and radio and television networks.
  - Document public engagement activities for e-newsletters, annual reports, and state and federal review.
  - Maintain contact information and mailing lists.
  - Prepare and present agenda items for monthly board meetings and advisory committee meetings, as required.
  - Represent the TPA in meetings with partner agencies, other governmental agencies, development industry representatives and the public.
  - Review and revise materials for grammar, spelling and punctuation as required.
  - Perform other related work as required.
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