



DATE: August 13, 2024

POSITION: Communications Associate

SALARY: \$55,000 - \$65,000

BENEFITS: BMC participates in the State of Maryland's benefits program, including comprehensive healthcare, dental and life insurance options. BMC provides a highly competitive package of additional benefits including guaranteed contribution to deferred compensation programs, state holidays and vacation/personal leave. BMC is currently working a hybrid in office schedule with three days in the office and two days telework weekly for the foreseeable future.

DESCRIPTION: The Baltimore Metropolitan Council (BMC) is a quasi-governmental, non-profit agency serving the Baltimore region. Our board of directors includes the Mayor of Baltimore and the elected executive officials from the six surrounding counties. BMC's primary function is to support the Baltimore Regional Transportation Board (BRTB), the area's metropolitan planning organization (MPO) and its regional transportation planning activities. BRTB members consist of designated representatives from the cities of Annapolis and Baltimore and the counties of Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's. Additional members include the following agencies: Maryland Department of Transportation, Maryland Department of the Environment, Maryland Department of Planning, Maryland Transit Administration and the Regional Transit Agency of Central Maryland.

BMC is seeking an experienced candidate to serve as our full-time Communications Associate to support our agency's overall communications and marketing efforts. Working with the Director of Communications and the webmaster, the candidate will collaborate on a team responsible for the implementation of the organization's communications strategy and engagement with the public and partner entities. The candidate must be confident, detail-oriented and able to meet deadlines.

This is an excellent career opportunity for a creative, outgoing and collaborative self-starter with an interest in public service.

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DUTIES AND RESPONSIBILITIES:

This position involves the development and management of BMC's social media, development of web content, production of reports and communication with the media. It requires maintaining BMC's verbal and visual tone in all external communications by adhering to and reinforcing brand standards.

- Manage, monitor, and help develop content for all digital platforms for BMC, BRTB and associated entities including on X, Facebook, LinkedIn, YouTube, Instagram and other platforms.
- Develop original content for baltometro.org and other external communications, including news stories and email newsletters.
- Manage production of BMC's annual report and other publications.
- Work with BRTB staff to meet local, state and federal requirements related to the functions of the MPO. These include press releases, public notices, and advertisement of meetings, plans and decisions.
- Manage and monitor paid media campaigns, including development of messaging, solicitation and selection of vendors.
- Develop and maintain relationships with the press, managing press releases, media inquiries, and identifying opportunities for earned media.
- Participate in the development of a strategic communications plan with senior staff.
- Plan and staff public and private events for BMC.

KNOWLEDGE AND SKILLS:

- Excellent written and verbal skills, including editing capabilities.
- Ability to work independently, stay organized, and take initiative in creating new content while maintaining collaborative relationships and handling multiple tasks simultaneously with minimum or no supervision.
- Ability to manage social media, including X, Facebook, LinkedIn, YouTube and Instagram.
- Ability to translate complex topics to make them accessible and engaging for lay audiences.
- Ability to oversee the publication of external reports and other documents.
- Media and public relations capabilities.
- Interest in government and/or non-profit operations.
- Knowledge of and interest in public policy, particularly in any of the following areas – planning, public administration, transportation, housing, community development, or workforce development.



MINIMUM QUALIFICATIONS:

- A bachelor's degree from an accredited academic institution in communications, public relations, marketing, journalism, multimedia, or a closely related field or at least 3+ years of relevant experience and qualifications.
- Ability to use email marketing platforms such as MailChimp.
- Ability to use social media scheduling platforms such as Hootsuite.
- Writing/communications experience, including content development for a company/organization or in journalism.

DESIRED QUALIFICATIONS:

- 3+ years of experience and proven success in a communications, digital marketing, or advertising role.
- Experience in government or non-profit communications.
- Experience in media relations.
- Experience in updating websites.
- Experience in graphic design.
 - Knowledge of basic web design, graphic design, and desktop publishing programs (Canva, Adobe Creative Suite products including InDesign).
 - Professional graphic design experience creating digital imagery.
- Experience with audio and video production, including operation of a DSLR camera and/or video equipment.

TO APPLY: Send cover letter and resume to Kathy Renzi, via email to krenzi@baltometro.org or mail to Baltimore Metropolitan Council, ATTN: Kathy Renzi, 1500 Whetstone Way, Suite 300, Baltimore, MD 21230. Position will remain open until filled.

BMC is an EOE/M/F/H. BMC does not discriminate based on age, ancestry, color, creed, gender identity or expression, genetic information, marital status, mental or physical disability, national origin, race, religious affiliation, belief or opinion, sex, or sexual orientation.

Please Note: BMC is not sponsoring new employees in application of the H-1B Visa at this time due to budgetary constraints. All applicants must be legally authorized to work in the United States under the Immigration and Reform Control Act of 1986. Federal regulations prohibit H-1B Visa candidates from paying sponsorship fees; all sponsorship fees must be assumed by the potential employer.