



**POSITION:** Communications Associate

**SALARY:** This position offers a competitive salary and participation in the State of Maryland's employee health insurance program.

**DESCRIPTION:** The Baltimore Metropolitan Council (BMC) is a private, non-profit planning entity in the Baltimore region. The organization's primary function is to support the Baltimore Regional Transportation Board (BRTB), the metropolitan planning organization (MPO) and its regional transportation planning activities. BMC also provides support to member local governments in several other areas including procurement, reservoir protection and water quality, sustainable community planning, and workforce development.

BMC is seeking a full-time Communications Associate to promote our agency on multiple platforms and manage public messaging of planning processes. The Communications Associate will report to the Director of External Relations.

**SUMMARY OF DUTIES:** This position involves the management of BMC's social media, development of web content, production of reports and communication with the media.

Typical duties will include:

- Managing and monitoring social media for BMC, BRTB and associated entities on Twitter, Facebook, LinkedIn, Instagram and other platforms.
- Developing original content for BMC's website, including news articles and blog posts.
- Managing production of BMC's annual report and other publications.
- Working 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.
- Managing paid media campaigns, including development of messaging, solicitation and selection of vendors.
- Developing and maintaining relationships with the press, managing press releases, media inquiries and identifying opportunities for earned media.
- Participating in the development of a strategic communications plan with senior staff.
- Assisting with event photography.
- Assisting with routine website maintenance tasks as a backup to the Webmaster.

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### **KNOWLEDGE AND SKILLS:**

- Ability to manage social media, including Twitter, Facebook, LinkedIn and Instagram.
- Ability to oversee the publication of external reports and other documents.
- Strong writing and editing capabilities.
- Media and public relations capabilities.
- Knowledge of and interest in public policy, particularly in any of the following areas – planning, public administration, transportation, housing, community development, or workforce development.
- Interest in government and/or non-profit operations.

### **MINIMUM QUALIFICATIONS:**

- Bachelor's Degree from an accredited college or university in communications, journalism, public affairs or a related field.
- One to five years of professional experience.
- A Master's Degree may be substituted for one year of experience.
- Ability to use desktop publication software such as Adobe InDesign.
- Ability to use email marketing platforms such as MailChimp.

### **DESIRED QUALIFICATIONS:**

- Experience in government or non-profit communications.
- Experience in media relations.
- Photography experience.
- Website maintenance experience, particularly with Drupal CMS.

Send cover letter and resume to Tamiko Knight, via email ([tknight@baltometro.org](mailto:tknight@baltometro.org)) or mail to Baltimore Metropolitan Council, ATTN: Tamiko Knight, 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.