



# Chief Communications Officer

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Austin Transit Partnership



# ABOUT AUSTIN TRANSIT PARTNERSHIP (ATP)

The Austin Transit Partnership (ATP) was created by the City of Austin and the Capital Metro Transportation Authority (CapMetro) in December 2020, as the independent entity, accountable and responsible for the financing, design, construction, and overall implementation of Project Connect – a transformative, voter-approved investment in new transit services that includes Light Rail, MetroRapid Bus Lines, Commuter Rail, and Park and Ride facilities

ATP's charge is to deliver on the voters' transit vision in partnership with the community — and in a way that embeds equity, sustainability, and transparency as overarching priorities. ATP is driven by data, which includes community input, and is committed to meeting voters' goals and honoring Austin's values

## BOARD OF DIRECTORS

A seven-member Board of Directors provides strategic oversight of the program and convenes the community, as well as experts and partners who are crucial to delivering the program and achieving the public's vision and goals. Certain foundational documents, including the Joint Powers Agreement among ATP, the City of Austin, and CapMetro, define ATP's responsibilities, which include:

- “Financing, designing, building, implementing, and contracting with Capital Metro to operate and maintain [Project Connect assets] in a manner independent of the City and Capital Metro.”
- Actively ensuring that all parts of the community have a voice in the development of the program and providing regular program updates to the community and partners.
- Creating and deploying “transit supportive anti-displacement strategies”.
- Approving interlocal agreements and the Joint Powers Agreement with the City of Austin and CapMetro.

Learn more about ATP at <https://atptx.org>.



# THE POSITION

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The Chief Communications Officer reports to the Executive Director or executive designee. This position plans, directs, and manages Austin Transit Partnership's communications programming to ensure clarity, brand and image consistency, and implementation of ATP's communication programs and initiatives. The position also oversees ATP's community engagement and participation team and strategy. The Chief Communications Officer provides counsel to senior management on high-profile projects and initiatives; develops and maintains strategic relationships to include community members, public officials, nonprofit organizations, and businesses; and works with diverse stakeholders across Austin and the region to advance Austin Transit Partnership's mission and goals.



# KNOWLEDGE, SKILLS AND ABILITIES

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- Theories, principles, and practices of external affairs, strategic communications, including strategic planning, public relations, media relations, internal communications, digital media, promotions, special events, risk communications, community relations, and issues management.
- Effective uses of media communications, including print, radio, television, online, and social media.
- Analyze emergent and crisis situations and programs and determine public information and public relations aspects and responses.

# DUTIES, FUNCTIONS, AND RESPONSIBILITIES:

- Serves as a strategic advisor for the executive director of Austin Transit Partnership and the ATP leadership team.
- Oversees all communications programs and activities directly related to Austin Transit Partnership, and the Corporation's role in implementing Project Connect.
- Collaborates with other communications partners (to include other local government entities) as it relates to the overall Project Connect program, with the primary purpose of ensuring Austin Transit Partnership's communication needs are wholly fulfilled.
- Establishes strategic vision, direction, goals, partnerships, and activities for Austin Transit Partnership's Corporate communications services to ensure a proactive external and internal communications program with the public, news media, key stakeholders, ATP Board, and ATP employees.
- Provides strategic and tactical management of planning, activation, and tracking of integrated communication plans used to guide messages in all internal and external channels, including news media relations, social media, and executive presentations.
- Oversees and facilitates the development, management, and implementation of communications plans through the following strategic components of digital and social media, internal communications, print and collateral material, media relations, special events and tours, paid advertising, and partnerships. Oversight will include establishing and managing a communications program that is augmented with contractual relations and partnerships.
- Oversees and manages the organization's community engagement staff and consultants across partnerships to increase public participation, community awareness, and support and understanding of ATP and Project Connect.
- Leads brand and image development and consistency to increase community awareness and value of Austin Transit Partnership. Coordinate and improve public access to information.
- Develops annual department and communications program scope of work and budget.
- Directs the design and content for the Austin Transit Partnership's website, digital communications, and other online information sources related to ATP. Function may involve working with cross collaborative communications teams in other agencies to leverage resources necessary to fulfill Austin Transit Partnership's program of work.
- Coordinates and conducts media relations activities to include coordinating editorial board briefings and press conferences specific to the business of Austin Transit Partnership.
- Directs the planning and execution of crisis communications specific to the business of Austin Transit Partnership.
- Serves as an organizational spokesperson under the direction of the designated agency executive, providing support across the organization to develop messaging, talking points for senior management and other communications professionals.
- Conducts research, compiles data, and writes reports and speeches for the Executive Director and other executive staff and Board members, as needed.
- Conceptualizes public relations campaigns and themes for special events; oversees special events planning and implementation, specific to Austin Transit Partnership.
- Leads communications and media training for Austin Transit Partnership's Senior Leadership Team, and other agency staff, as appropriate.



## EXPERIENCE AND EDUCATION

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Qualified candidates will have a Bachelor's degree from an accredited college or university with major coursework in Public Administration, Marketing, Communications, Public Relations, Journalism, Political Science, or a related field, plus seven (7) years of relevant senior management-level experience in directing external, government or community affairs, media, public relations, and communications activities including performing public relations work for a public, non-profit, or governmental agency, with at least three (3) years of supervisory experience.

## THE IDEAL CANDIDATE

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The ideal candidate will be a seasoned communications professional who can develop and execute communication plans, branding initiatives, and public relation strategies. The ideal candidate must have knowledge of public relations, media relations, journalism and marketing principles, practices, and techniques. Strong knowledge of federal, state, local, and regional issues will be important for the success of this role.

The ideal candidate should be a community-oriented leader with a demonstrated ability to build and maintain effective working relationships within the City as well as with media providers, federal and state consultants, and the public.

The ideal candidate must be a superior writer and strategic thinker with the capacity manage emerging news, build brand recognition for the City, and deliver results. The successful candidate should be able to process information quickly and communicate complex issues and break them down to simple terms to be easily understood.

# SALARY

The Austin Transit Partnership offers a competitive salary commensurate with experience and extensive benefits. Relocation assistance will be available for a successful out of area candidate.

## HOW TO APPLY

Interested applicants should forward a cover letter and resume for consideration to:

[resumes@affionpublic.com](mailto:resumes@affionpublic.com)

Reference: ATPCCO

**Affion Public**

**PO Box 794**

**Hershey, PA 17033**

**888.321.4922**

**[www.affionpublic.com](http://www.affionpublic.com)**



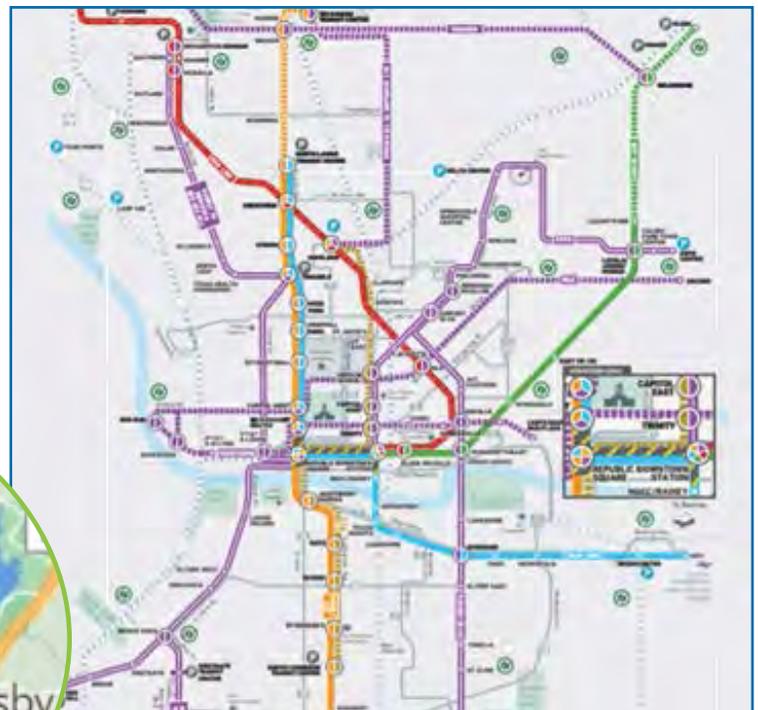
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*The Austin Transit Partnership is deeply committed to building a workplace where inclusion is not only valued but prioritized. We are proud to be an equal opportunity employer and committed to creating a welcoming and diverse environment. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, pregnancy, age, or any other protected characteristic as outlined by federal, state or local laws. ATP makes hiring decisions based solely on qualifications, merit, and organization needs at the time.*