

The Transportation Research and Education Center (TREC) is looking to hire an energetic and dynamic Communications Director. The Communications Director defines and oversees the communications program for TREC and its affiliate programs, including supervision of the Communications Coordinator. This position is responsible for all communications, print and digital, and stewardship of the TREC and affiliate brands, including the NITC program, develops and maintains partnership within the PSU community and with partner campuses and represents TREC to the broader transportation community and partners.

Primary responsibilities include:

COMMUNICATIONS STRATEGY (20%)

- Develop and manage overall communications and marketing strategies to help increase awareness of TREC's mission, programs, and accomplishments including developing effective use and approaches for communications collateral materials, video/multimedia, products, and social media.
- Develop and manage overall communications and marketing strategies to effectively promote events, projects and people to raise the profile TREC's programs and activities. This may include specific strategies for signature events and projects. The strategy should incorporate the use of analytics to improve communications and marketing outcomes.
- Manage a consistent visual identity and editorial and graphic design standards for TREC that conforms to PSU's standards (https://www.pdx.edu/sites/www.pdx.edu.ucomm/files/psu_identity_standards.pdf).

COMMUNICATIONS PRODUCT AND CONTENT (40%)

- Direct and manage design, content, function, and maintenance of the TREC and NITC websites, including oversight of staff and contracted development and maintenance services.
- Manage, develop and produce content for a variety of products associated with TREC's programs and projects, including but not limited to, project fact sheets, news stories, and profile materials. Serve as managing editor on written collateral communications materials and products. Lead topic selection, story development, time line planning, reporting, writing, production, as well as any audio, photography, video and graphic design. Supervise Communications Coordinator.
- Serve as editor and reviewer for interim and final reports, peer-reviewed articles research reports -- and of grant/funding requests, when needed.
- Establish style and taste guidelines, working with contract copy editors. Coordinate and supervise the work of vendors, including graphic designers, copy editors, and printers. This includes requesting and reviewing quotes.

PROMOTION (30%)

- Implement communications and marketing strategy for promoting projects, events, and people through social and digital media, and other mechanisms.
- Direct social media conversations with partners to raise the profile of TREC products and programs.
- Develop and manage social media and communications calendar to effectively promote projects, events, and people.

EXTERNAL AND MEDIA RELATIONS (10%)

- Advise and develop appropriate messaging and public-relations policies and working with the news media, industry trade publications, science and academic press, industry partners, and governmental agencies. Develop talking points and fact sheets.
- Develops and maintains contacts with media and professional organizations. Secure media coverage for TREC research and programs to raise the profile of TREC researchers.
- Represent TREC at outside meetings and on-campus visits to present overviews of the Center's activities.
- Field media and other communications-related external inquiries. Help prepare faculty, staff and students for media interviews. Coordinate outreach to trade press and online media, and other unit announcements. TREC is the transportation research and education center for Portland State University. TREC administers a number of programs, grants and projects. The center houses:
 - The National Institute for Transportation and Communities, or NITC, the U.S. Department of Transportation's national center for mobility of people and goods. NITC provides grants for transportation research, education and technology transfer projects.
 - The Initiative for Bicycle and Pedestrian Innovation, which shares active transportation insight with professionals and educators through training opportunities, conferences and outreach.

Application Guidelines/Contact:

Apply online at: <https://jobs.hrc.pdx.edu/postings/23580>

For more information, please contact Hau Hagedorn (hagedorn@pdx.edu)

Salary:

\$47,500-\$54,000

Application Url:

<https://jobs.hrc.pdx.edu/postings/23580>