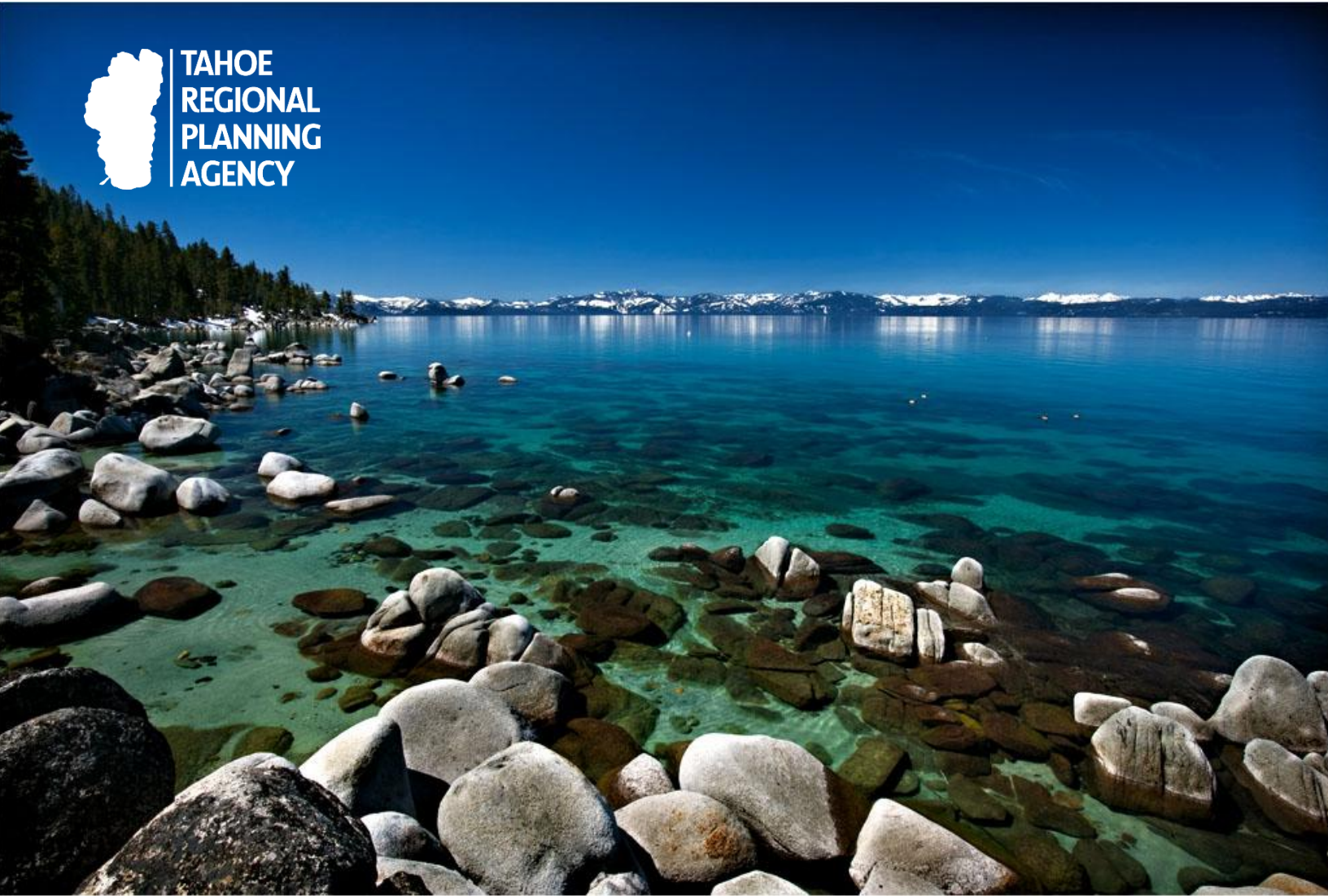




TAHOE
REGIONAL
PLANNING
AGENCY



Job Announcement: Public Information Officer

Shape the Story of Lake Tahoe's Future

High in the Sierra Nevada, on the California and Nevada border, Lake Tahoe is one of the world's largest, deepest, and most spectacular mountain lakes. Its extraordinary clarity and beauty have made it a national treasure, drawing millions of visitors each year while remaining home to a year-round community of 55,000 residents. Spanning a 500-square-mile watershed across two states, five counties, and one incorporated city, the Lake Tahoe Basin is unlike any other planning environment in the country.

The Tahoe Regional Planning Agency (TRPA) is seeking a dynamic, strategic and creative Public Information Officer to help tell the story of one of the nation's most treasured environmental resources – Lake Tahoe.

THE OPPORTUNITY

For more than 55 years, TRPA has served as a national leader in innovative planning and environmental restoration. The agency's precedent-setting policies, landmark legal decisions, and unique regulatory framework have put Tahoe on the map as a model for balancing environmental protection with community vitality.

This is an exciting opportunity to serve as a public voice for TRPA, developing communications that inspire action, build trust, and engage diverse audiences in protecting and enhancing the Lake Tahoe Basin.



The Communications Team is committed to transparent, accessible public education and meaningful community engagement. Through strategic outreach and collaboration, the team helps connect residents, partners, and decision-makers to TRPA's programs, priorities, and the science-based policies that guide the protection and restoration of the Lake Tahoe Region.

As Public Information Officer, you will be a key member of TRPA's Communications Team, leading media relations, public outreach, print communications, and content development. You will help translate complex environmental and planning topics into compelling stories that connect with residents, visitors, elected officials, partner agencies, and the media.

From breaking news and major policy initiatives to community events and environmental success stories, you'll help shape how people understand and engage with Lake Tahoe's future.

The ideal candidate is one who is:

- An exceptional writer who can adapt their voice to multiple audiences.
- A strategic communicator who sees both the big picture and the details.

- Comfortable serving as a public-facing spokesperson.
- Skilled at building relationships with media, partners, and community members.
- Organized, adaptable, and able to manage multiple priorities in a fast-paced environment.
- Passionate about Lake Tahoe, environmental stewardship, and public service.

The roles and responsibilities of the Public Information Officer include:

- Serve as the agency spokesperson and primary media contact.
- Build and maintain strong relationships with local, regional, and national media.
- Develop and implement strategic media outreach campaigns.
- Respond to media inquiries and coordinate press opportunities.
- Research and write news releases, feature stories, speeches, newsletters, brochures, presentations, and executive communications.

- Serve as Managing Editor and contributor for *Tahoe In Depth*, the agency's environmental newspaper.
- Translate complex environmental, scientific, and planning topics into clear, engaging content.
- Help manage, update, and continually improve TRPA's website.
- Support video production and multimedia storytelling efforts.
- Ensure timely publication of agency news, meeting materials, and public information.
- Develop and implement outreach campaigns supporting water quality, transportation, recreation, climate resilience, and other regional initiatives.
- Represent TRPA at public meetings, TV interviews, community events, ribbon cuttings, environmental programs, and stakeholder gatherings.

Minimum Qualifications

- Bachelor's degree in journalism, communications, public relations, public affairs, English, or a closely related field.
- Seven (7) or more years of progressively responsible experience in public relations, communications, journalism, public affairs, or related fields.

Desired Knowledge, Skills and Abilities:

Communication & Content Development

- Excellent written and verbal communication skills.
- Strong journalistic writing and editing abilities.
- Ability to write about environmental issues, including watersheds and other technical topics.
- Experience with layout design and desktop publishing.

Digital & Technical Skills

- Proficient in Microsoft Office, Outlook, Adobe Acrobat, and Wordpress.
- Experience implementing social media campaigns.

Interpersonal & Relationship Building

- Strong listening and interpersonal skills with the ability to build relationships across diverse stakeholders.
- Ability to interact with the public in a positive, non-confrontational manner and effectively manage conflict.
- Demonstrated ability to influence, build credibility, and motivate others at all levels through written and verbal communication.

Collaboration, Facilitation & Organizational Awareness

- Training or experience in group facilitation techniques.
- Organizational savvy to build alliances across programs and partner agencies, fostering collaboration and consensus.
- Ability to work effectively both independently and in team settings.

Work Style & Execution

- Comfortable working in a fast-paced environment with multiple deadlines and shifting priorities.
- Strong organizational skills with the ability to manage complex tasks and follow through with limited supervision.
- Demonstrated initiative, problem-solving ability, and personal drive to succeed.



Our Mission: *To lead the cooperative effort to preserve, restore, and enhance the unique natural and human environment of the Lake Tahoe Region, while improving local communities, and people’s interactions with our irreplaceable environment.*



THE AGENCY

The Tahoe Regional Planning Agency (TRPA)—created in 1969 by a Compact between the states of Nevada and California, then ratified by the U.S. Congress—protects and restores the environment of Lake Tahoe. The Agency is the nation’s first and oldest Bi-State regional environmental authority. TRPA is a one-of-a-kind organization, not purely federal, state, or local, but a unique hybrid organization. The Agency works at the intersection of private and public interests to protect and restore Lake Tahoe, its environment, and its communities for generations to come.

As the first bi-state planning agency of its kind, TRPA is responsible for regional planning, development and redevelopment oversight, regulatory enforcement, and implementation of environmental protection and restoration programs throughout the Lake Tahoe Basin. TRPA is designated as the Water Quality Management Planning Agency for the Tahoe Basin through the Clean Water Act and is also designated as the Metropolitan Planning Organization under both Federal and California law.

THE COMMUNITY

Nestled in the breathtaking Sierra Nevada mountains, the Stateline, Nevada and South Lake Tahoe, California region offers an unparalleled lifestyle surrounded by natural beauty and outdoor recreation. At more than 6,200 feet above sea level, the Tahoe Basin is home to world-class winter sports, scenic beaches, extensive trail networks, and vibrant entertainment options.

Residents and visitors enjoy year-round recreation including hiking, biking, kayaking, boating, fishing, and camping. Popular destinations include Van Sickle Bi-State Park, Sand Harbor Nevada State Park, and the 165-mile Tahoe Rim Trail.



Winter activities include skiing and snowboarding at seven ski resorts surrounding the lake, including Heavenly Mountain Resort, located adjacent to TRPA’s offices.

Stateline, Nevada also features hotel casinos and a modern events center offering concerts, sporting events, restaurants, and entertainment.

The region is served by U.S. Highway 50 and Interstates 80 and 580, connecting the basin to Sacramento, San Francisco, Carson City, and Reno. Many employees commute from the Carson Valley or Reno areas, offering additional housing options while enjoying the benefits of living near Lake Tahoe. Reno-Tahoe International Airport is approximately one hour away, and the San Francisco Bay Area is a three-to-four-hour drive.



COMPENSATION

The salary range is \$83,168 to \$124,752 with the hiring pay typically starting in the first to second quartile (\$83,168 to \$103,960 depending on qualifications).

TRPA's excellent employee benefits package includes the following:

- 27 days Paid Time Off (PTO) annually for sick and personal time away. Accruals increase with longevity.
- 80 hours of Management Comp Time Off (MTO). Prorated based on hire date.
- 13 paid holidays annually.
- Money Purchase Pension Plan – in lieu of Social Security, the Agency contributes a dollar amount equal to eight (8) percent of your annual salary towards your retirement. This plan has immediate participation and 100% vesting.
- Supplemental Retirement Plan – the Agency contributes a dollar amount equal to seven (7) percent of your annual salary towards your retirement. This plan has immediate participation and 100% vesting.
- Group Health Insurance: Medical, Dental, and Vision.
- A choice of four (4) medical plans, with 100% employer-paid premiums on select employee-only coverage plans and partial coverage for dependents.
- High-Deductible Health Plan with a contribution by TRPA to the employee's HSA account.
- Employer Paid Life Insurance and Short-Term Disability.
- Long-Term Disability (Voluntary).
- 457(b) Deferred Compensation Retirement Plan (Voluntary).
- Medical and Dependent Care Flexible Spending Accounts (Voluntary).
- We are a dog-friendly employer!

APPLICATION PROCESS

Position posted until filled. Please visit our website at [https:// www.trpa.gov/ contact/employment/](https://www.trpa.gov/contact/employment/) to read more about our Agency and to complete an employment application through our Career Center. Within the Career Center site, select the "**Apply for Job**" link. Please attach a resume of your qualifications, and a cover letter describing your interest in the position in **one pdf** when you are completing the application.

RECRUITMENT COMMUNICATION: Human Resources may contact you at various stages of the recruitment process if you meet the qualifications for the position. This contact will be via email or phone only. Please make sure your email address and phone number are accurate. We do not accept walk-in, or hand delivered application materials nor applicant calls regarding open, pending, or closed positions.

TRPA is an Equal Opportunity Employer. We respect and seek to empower each individual and support the diverse cultures, perspectives, skills, and experiences within our workforce.

This agency provides reasonable accommodation to applicants with disabilities. If you need reasonable accommodation for any part of the application and hiring process, please notify the agency. The decision to grant reasonable accommodation will be on a case-by-case basis. All employment is decided on the basis of qualifications, merit, and business need.