



**SPOKANE REGIONAL TRANSPORTATION COUNCIL  
Communications and Public Relations  
Coordinator**

Updated: April 3, 2026

**SRTC MISSION:** Develop plans and programs that coordinate transportation in the Spokane Region.

**SRTC VISION:** The Spokane region possesses the best multi-modal/multi-jurisdictional transportation network that optimizes safety, capacity, and efficiency in the movement of people and goods for a region of our size.

**ORGANIZATIONAL VALUES:**

Regional Leadership	Collaboration	Accountability	Innovation
Transparency	Inclusiveness	Integrity	

**JOB TITLE:** Communications and Public Relations Coordinator

**STATUS:** Full-time; Non-Exempt

**REPORT TO:** Executive Director

**DIRECT REPORTS:** None

**ROLE SUMMARY:** The Communications and Public Relations Coordinator serves as the key architect in developing an effective communications strategy for SRTC as a service organization in the Spokane region. The position communicates and coordinates MPO activities with a variety of external audiences including individuals, community groups, residents, business leaders, elected officials, and the media. Responsibilities include:

- Developing and executing communication strategies to support the agency’s mission and vision
- Implementing proactive communications involving diverse techniques including in-person events and social media platforms
- Building business and advocacy group relationships and expanding the visibility of the organization

This position also works closely with agency leadership and staff to develop and implement effective communication activities and public engagement programs that create opportunities for enhanced public participation and consultation in SRTC’s work and processes. Responsibilities include:

- Design engagement materials and strategies to foster effective public participation into the agency’s planning activities
- Work with staff to effectively integrate outreach activities into their routine planning activities and projects
- Assist staff in implementing equitable and tailored outreach strategies as identified in SRTC’s Public Participation Plan

The following description outlines the role and its alignment with the Spokane Regional Transportation Council's Mission, Vision, and Values. These lists contain the essential job duties, functions, and expectations. However, these are not necessarily all-inclusive. Employees may be required to perform other duties as assigned.

## **COMPETENCIES**

1. **Adaptable Communications:** Communicating effectively as appropriate for the needs of the audience (by phone, in written form, e-mail, or in person).
2. **Time Management:** Managing one's own time and the time of others.
3. **English Language:** Knowledge of the structure and content of the English language including the meaning and spelling of words, rules, or composition, and grammar.
4. **Clerical:** Knowledge of administrative and clerical procedures and systems such as word processing, managing files, spreadsheets, designing forms, and other office procedures and terminology.
5. **Critical Thinking, Sound Professional Judgement and Decision Making:** Using logic and reasoning to identify the strengths and weaknesses of alternative solutions, conclusions, or approaches to problems. Considering the relative costs and benefits of potential actions to choose the most appropriate one.
6. **Computers and Electronics:** Intermediate working knowledge and skill operating technology/computer-based work programs/software commonly used within professional settings, such as the Microsoft Suite.
7. **Service Orientation:** Actively looking for ways to help people. Delivers and models the highest level of external (and internal) customer service with all interactions.

## **RESPONSIBILITIES & DUTIES**

1. Maintain and implement a proactive strategic, effective and measurable community engagement/communications program as identified in the SRTC Public Participation Plan.
2. Develop and implement innovative techniques to effectively communicate and engage various members of the community, including underserved communities, in MPO activities.
3. Recommend updates to SRTC outreach and communication policies and procedures as necessary to reflect changing conditions in public participation.
4. Work with Administrative support staff to develop and maintain a robust database of contacts to include public contacts, news media, business leaders, chambers of commerce, advocacy groups and others at a local, regional, and national level.
5. Develop and implement public involvement plans for major projects conducted by SRTC, to ensure techniques to involve the public are tailored to meet the unique project needs.
6. Maintain and edit SRTC's website (On WordPress) with current information and manage staff update responsibilities.
7. Develop a proactive communication strategy of regularly scheduled messaging including social media, emails (MailChimp), and media announcements.

8. Plan, schedule, and coordinate SRTC representation at community events and in meetings to raise the visibility of the organization, including evening and weekend events as needed.
9. Coordinate with staff to produce items such as newsletters, brochures, infographics, and other print and digital outreach materials.
10. Work with project managers to develop and implement outreach strategies for planning projects including surveys, email or paper mailings, and public meetings.
11. Gather, track, and analyze data that demonstrate program effectiveness by managing the organization's outreach tracking.
12. Work with Administrative staff to prepare and submit legal notices in local papers.
13. Travel to meetings in various locations.
14. Attend evening and weekend meetings, as required.
15. Exercise of discretion and independent judgment with regards to matters of significance for the organization.
16. Work with staff to improve and maintain imaging and branding materials.
17. Provide support to develop and maintain government and business relationships.
18. Deliver presentations to the SRTC Board, committees, and community groups as needed.
19. Perform other duties as assigned.

## **MINIMUM QUALIFICATIONS:**

[Note: To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the education, certification, licensing experience, knowledge, skill, and/or ability required. A combination or accumulation of applicable work-related experience and/or education may be recognized as sufficiently meeting the prerequisites outlined below.]

### **Required Experience:**

- 3+ years of successful experience in communications, public relations, community engagement, or comparable activities.

Preferred:

- a. Variety of field-related experience, and diversity of perspective
- b. Public sector/nonprofit experience
- c. Multi-lingual

### **Required Credentials:**

- Graduation from a 4-year accredited college or university with a bachelor's degree related to Communications, Public Relations, or a related field.

### **Required Knowledge, Skills, and Abilities:**

- Skilled in social media marketing and management across many platforms, digital advertising experience is preferred but not required.

- Ability to write across multiple genres, including technical, creative, advertising and journalistic genres.
- Skilled in website management and content creation, specifically with WordPress.
- Working knowledge about event planning and budget management.
- Must be able to communicate effectively in large and small group settings.
- Working knowledge of community engagement approaches or principles.
- Working knowledge of audiovisual equipment such as portable laptop computers and projectors.
- Skilled with creative problem-solving and identification of relevant information to solve poorly defined problems.
- Ability to translate technical information for non-technical audiences.
- Skilled in project management, and training others: proficient with comprehending project needs, developing strategies based on general problem statements and interacting with management, planners and other staff.
- Ability to work on several projects or issues simultaneously.  
Ability to attend evening and weekend meetings, when required.

## **MENTAL & OTHER SKILLS/ABILITIES**

For an employee to succeed in this position they must have:

1. **Adaptability:** ability to adapt to changes, delays, or unexpected events in the work environment; ability to manage competing demands and prioritize tasks; ability to change approach or method to best fit the situation.
2. **Analytical Ability:** ability to maintain focus for extended periods of time; ability to complete research projects with resourcefulness and persistence; ability to synthesize complex or diverse information; ability to use intuition and experience to complement existing data.
3. **Attendance:** ability to consistently arrive and be able to work as scheduled
4. **Computer/Technical Ability:** working knowledge of:
  - a. Word Processing software
  - b. Spreadsheet software
  - c. Design software
  - d. Internet software
5. **Dependability:** ability to follow instructions, both in written and verbal format; ability to respond to management direction; ability to complete tasks on time or notify the appropriate person with an alternate plan when necessary.
6. **Interpersonal Skills:** ability to maintain satisfactory relationships with others, excellent customer service skills and good overall understanding of appropriate human relations. Awareness of and sensitivity to the service population's culture and socioeconomic characteristics.

7. Judgement: ability to make prudent and timely decisions; ability to exhibit sound and accurate judgement; ability to explain reasoning for decisions.
8. Language Ability: requires high-level ability:
  - a. Ability to read, analyze, and interpret periodicals, professional journals, technical procedures, or governmental regulations
  - b. Ability to write reports, business correspondence, and procedure manuals
  - c. Ability to effectively present information and respond to questions from groups of managers, clients, customers, and the general public
9. Problem Solving Ability: ability to identify and/or prevent problems before they occur; ability to formulate alternative solutions to problems when necessary; ability to transfer learning from past experiences to new experiences of similar nature.
10. Quality Management: ability to complete duties, on time and with absolute precision, at least 95% of the time; ability to edit the accuracy and thoroughness of one's work as well as the work of others; ability to constructively apply feedback to improve performance, ability to generate ideas to improve and promote quality in work.
11. Reasoning Ability:
  - a. Ability to solve practical problems and deal with a variety of concrete variables in situations where only limited standardization exists
  - b. Ability to interpret a variety of instructions furnished in written, oral, diagram, or schedule form

## **PHYSICAL DEMANDS & WORK ENVIRONMENT**

[Note: the physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions.]

This position is primarily an office environment-based role, with physical and environmental demands routinely required within a professional office environment. Frequent and continuous physical activities required include: sitting, typing, writing, hearing, listening, talking bending, stooping, and lifting up to 25 pounds. This role is mostly protected from weather conditions or contaminants, but not necessarily from the occasional temperature fluctuations. Management of event activities require standing for periods of time, and outdoor environments.

## **EEO Statement**

SRTC is an Equal Opportunity Employer. SRTC does not discriminate in employment on the basis of race, color, religion, sex, age, disability, national origin, veteran status, or any other status protected by applicable federal, state, or local law. All employment decisions are based on qualifications, merit, and business need.