



MAINE TURNPIKE AUTHORITY Job Description

Job Title:	Director of Communications and Government/Public Relations	Department:	Administration
Pay Range:	Management/Confidential 23	Annual Pay Range:	\$106,974 to \$176,238
Reports To:	Chief Administrative Officer	FLSA Status:	Exempt

Summary

The Director of Communications and Government/Public Relations, who serves as the Maine Turnpike Authority's representative under the Executive Director for government officials at all levels, manages local, state and federal relationships as well as media relations for the MTA. Responsibilities include overseeing government relations activities, promotion of MTA's legislative agenda, managing communications plan activities, generating public support for relevant issues, and crafting and implementing MTA's public and government relations strategies.

Essential Job Functions

These functions reflect management's assignment of essential duties; it does not prescribe or restrict all the tasks that may be assigned.

- Advises the Executive Director and Chief Administrative Officer (CAO) on decisions regarding public policy, strategic initiatives, legislation, and new programs; provides key strategic recommendations.
- Under the direction of the CAO, guides and strategizes with Government Relations Manager, and others, ways to achieve impact in areas of public policy and generating support for formal legislation to support MTA goals.
- Builds and manages media relations and develops contacts with media members, influencers, and community leaders; oversees the creation and placement of digital, video, audio, and print content for paid and public service advertising.
- Develops high-level programs, communications, and briefing materials for dissemination to target audiences (public, news media, customer groups, constituent organizations, elected officials, etc.) in collaboration with other MTA departments as appropriate to advance the MTA's message, goals, and reputation with the public and governments; manages special public and community relations campaigns.
- Promotes communication and adequate information flow throughout the MTA; assists senior managers with communications to the Legislature, local officials, special interest groups, turnpike patrons, and employees.
- Responds to and meets with a broad range of internal and external individuals and groups, frequently related to matters of immediate concern, and coordinates responses, solutions, and follow-ups with the Executive Director, CAO, and MTA Directors as appropriate.
- Oversees preparation and issuance of the MTA's Annual Report and other public accountability documents; presents MTA transportation policies, and projects, in order to advance and support MTA initiatives.
- Initiates and maintains effective relationships with media reporters, editors, members of the Legislature, municipal and county governments, metropolitan and regional planning organizations to which the MTA belongs.
- Proactively monitors, analyzes, and interprets government programs, legislation, and activities; maintains current knowledge of government changes and actions; provides advice on the opportunities for MTA; evaluates emerging and longer-term threats to the achievement of MTA programs and goals.
- Works with turnpike staff in developing documents for presentation before the Maine State Legislature's Transportation Committee.
- Guides and oversees Government Relations Manager who works with appointed and elected government officials regarding MTA policy and planning.
- Manages recurring communications including MTA's website, monthly traffic updates, newsletters for employees and information for patrons.
- Attends public hearings and meetings with local municipalities, special interest groups, and the general public.
- Plans and organizes employee engagement events and employee online store.
- Other duties as assigned.



To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodations under applicable law may be made to enable qualified individuals to perform these essential functions.

Supervisory Responsibilities

- Supervises the daily work of and evaluates the Public Relations Manager, Government Relations Manager and Public Relations & Marketing Specialist.
- Ensures that the responsibilities, authorities, and accountability of all subordinates are defined and understood.

Position Qualifications

- Bachelor's Degree in public relations, public information, communications, journalism, business or public administration, or a closely related field; Master's degree preferred.
- Five+ years of increasingly responsible experience supervising or managing a public relations, information, communications, or media coverage program.
- Specific training and/or experience in: Governmental budgeting, public administration, and/or law, preferred.
- Experience collaborating with government officials, community leaders, industry associations, public entities, and the public strongly preferred.
- Possess and maintain a valid and unencumbered State of Maine Class C Driver's License.
- Ability to deal effectively with the public, lawmakers, and employees.
- Familiarity with parliamentary procedure and the process of drafting, submitting, and processing legislation.
- Demonstrated ability to communicate and effectively before public officials, stakeholder groups, employees, and the general public; ability to present information effectively and respond to questions to all audiences.
- Excellent written and spoken communication and interpersonal skills as a foundation for developing and maintaining strong relationships.
- Demonstrated ability to use tact, discretion, and diplomacy in dealing with the public and media, especially on controversial issues under intense scrutiny.
- Strong relationship-building skills and a comfortable public presence.
- Proficiency in web-based systems for social networking, blogs, and search engine optimization.
- Familiarity with practices and methods to support comprehensive public relations, public information, community affairs, and advertising programs.
- Knowledge of techniques and accepted practices of print and electronic media operations, news gathering, writing, and reporting.
- Ability to evaluate public works functions and draw conclusions to improve systems.
- Highly motivated and prepared to work at a significant level of independence.
- Excellent computer skills to include knowledge of a variety of computer software programs including Windows Office Suite (Word, Excel, Outlook, etc.)
- Ability to read, analyze, and interpret complex documents, technical procedures, statutes, rules, and regulations.
- Ability to exercise sound judgment in the application of policies and procedures; and maturity, tact and judgment with strong negotiating skills.
- Ability to handle confidential information with a high level of discretion and establish and maintain essential records and files.
- Strong analytical approach to problem solving, ability to develop creative solutions to complex problems, able to deal with short deadlines, and work efficiently in high-pressure situations.
- Excellent organizational and time management skills, with ability to multi-task and work in a fast-paced environment.



- Ability to understand and follow verbal and written instructions; ability to apply principles of logical or scientific thinking to a wide range of intellectual and practical problems.

Working Conditions/Physical Demands

- Ability to sit for prolonged periods of time or work for long periods sitting at a desk in front of a computer and the ability to focus.
- Requires close visual acuity and ability to adjust focus quickly.
- Regularly required to stand, walk, and use hands to operate the keyboard of a personal computer and other office equipment.
- Occasionally lift and/or move up to 20 pounds.
- Professional office work environment with travel to other municipalities, Maine State House, or to other work sites where there may be exposure to outside weather conditions and/or locales with mechanical equipment that may emit fumes.
- Normal hours of work are eight (8) hours per day, forty (40) hours per week, Monday to Friday, though this position is subject to working non-routine hours; must be available to come in early or work late on evenings and weekends due to the legislature meeting schedule, events, meetings, and occasional urgent incidents.
- Ability to travel.