



MAINE TURNPIKE AUTHORITY
Job Description

Job Title: Public Relations Manager
Pay Range: Professional/Technical 18
Reports To: Director of Communications &
Government/Public Relations

Department: Administration
FLSA Status: Exempt

Summary

The Public Relations Manager supports the Director of Communications and Government/Public Relations (DCGPR) in building and maintaining relationships with the public, special interest groups, municipalities, MTA staff, and consultants. Key responsibilities include representing the MTA at public meetings and legislative hearings, managing media relations, maintaining the MTA's website, and oversees the preparation of the Annual Report in coordination with the DCGPR. Additionally, the role involves coordinating public outreach campaigns and serving as a spokesperson.

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.

- In the absence of the DCGPR, assumes full operational responsibility for planning, directing, administering, and supervising all Communications, Government & Public Relation functions.
- Researches, creates, and schedules MTA social media.
- Manages the creation of MTA's Annual Report under the direction of DCGPR.
- Manage public outreach campaigns, including National Work Zone Awareness Week and Safe Winter Driving.
- Act as the spokesperson for MTA in media interviews, speaking engagements, and other public forums when DCGPR is unavailable.
- Engage and manage consultants for marketing campaigns and special projects.
- Effectively communicate MTA's mission, goals, and initiatives to the public and professional organizations to enhance public understanding of MTA's services.
- Conduct and attend public meetings and hearings on transportation planning projects, explaining MTA policies and projects to municipalities, interest groups, and the public.
- Manage and promote alternative transportation programs, such as GO MAINE, transit, and park-and-ride initiatives; represent MTA on related committees and projects.
- Maintain a billing system for the Public Relations Department and collaborate with Finance for processing.
- Assist in planning and executing employee events.
- Attend conferences and exhibitor events to promote MTA and answer public inquiries.
- Maintain the historical archives for the Public Relations department.
- Support the GRPM and DCGPR in working with the legislature on policy matters.
- Assist in researching, analyzing data, creating, writing, editing, and disseminating public information and reports to identify regional transportation needs, priorities, and goals.
- Administer MTA's website, maintaining up-to-date content, and ADA compliance.
- Respond to public inquiries, explain procedures, and address complaints through various communication channels.
- Work with DCGPR and GRPM to maintain relationships with municipalities along the turnpike corridor and legislative bodies.
- Assist in preparing and distributing fact sheets, news releases, photographs, scripts, and videos to media and other stakeholders.
- Participate in the initiation and development of special projects, studies, and preparations for public meetings.
- Assist with marketing campaigns for E-ZPass, road closures, and traffic interruptions caused by construction activities.



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.

Position Qualifications

- Bachelor's degree in Public Administration, Political Science, Communications, or a closely related field.
- Minimum of four years of public relations and communications experience.
- Proficiency in Microsoft Word, Excel, PowerPoint, and Outlook.
- Experience with InDesign, Photoshop and Canva preferred.
- Valid and unencumbered State of Maine Class C Driver's License.
- Strong writing and editing skills, with the ability to create engaging and informative content.
- Excellent organizational skills, including the ability to manage multiple calendars, coordinate meetings, and monitor collaborative work.
- Ability to maintain effective working relationships with a wide variety of individuals and interest groups.
- High level of interpersonal, conceptual, and organizational skills with the ability to work diplomatically in diverse environments.
- Strong communication skills, including telephone, verbal, and grammatical proficiency, with an understanding of modern office management practices.
- Ability to present effectively to diverse audiences and communicate complex ideas clearly.
- Ability to analyze transportation-related reports and studies, including traffic projections, construction plans, demographic trends, and budgetary assessments.
- Ability to follow verbal and written instructions, applying logical thinking to a wide range of 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.