



Public Relations Specialist

Position Opening: Durham, NC. GoTriangle, a public transportation organization located in the Research Triangle Park, region of North Carolina seeks an experienced Public Relations Specialist who will write news releases, blog posts, messaging documents, factsheets, web content, scripts, newsletters, presentations, speeches and other material to support GoTriangle's proactive communications and marketing efforts. The Public Relations Specialist will also play a primary role in crisis communications and media relations including: working with journalists to gather and provide information and multimedia elements, support staff with interviews and serve as a spokesperson for print and broadcast interviews, and create, promote and host media opportunities including news conferences. This role will also assist with public records requests and organizational publications. The Public Relations Specialist will report to GoTriangle's Director of Marketing and Communications and work closely with members of the communications, marketing, public engagement and creative teams along with other senior staff to gather and produce high-quality, effective communications and media relations plans and material.

Responsibilities include (but not limited to):

- Working with a variety of resources to identify key messages, stories, subject matter experts and visual/ multimedia elements to tell GoTriangle's story and keep customers and the public informed.
- Writing/Editing news releases, blog posts, scripts and other material.
- Developing, writing, and implementing effective communication plans and campaigns.
- Working closely with the Director, Social Media Specialist, and Creative and Marketing teams to develop and implement cross promotional products.
- Cultivating relationships with journalists and working to support effective media relations plans and events.
- Supporting staff in developing and producing presentations, speeches and preparation for interviews.
- Serving as a spokesperson and playing a key role in crisis communications
- Using analytic tools to track and measure success of releases and campaigns
- Other related duties as assigned.

The qualified candidate holds a Bachelor's degree from an accredited four year college or university preferably with a major in communications, public relations, journalism or

English. Two years or more experience in communications, public relations, journalism or an equivalent combination of training and experience. The incumbent will be highly proficient in writing, copyediting and verbal/ presentation skills with proven experience in writing for multiple platforms and effective media relations and crisis communications. Strong writing (AP style), news judgement, organizational skills and the ability to multitask in a fast-paced environment are a must. Ability to speak more than one language preferred. The salary range is \$38,678-73,549 and a comprehensive benefits package is available.

No phone calls or 3rd party solicitations, please. EOE.