



Communications Manager

1400 John F Kennedy Blvd, Philadelphia, PA 19107, USA

Full-time

Company Description

A best-in-class city that attracts best-in-class talent, Philadelphia is an incredible place to build a career. From our thriving arts scene and rich history to our culture of passion and grit, there are countless reasons to love living and working here. With a workforce of over 30,000 people, and more than 1,000 different job categories, the City of Philadelphia offers boundless opportunities to make an impact.

As an employer, the City of Philadelphia values inclusion, integrity, innovation, empowerment, and hard work above all else. We offer a vibrant work environment, comprehensive health care and benefits, and the experience you need to grow and excel. If you're interested in working with a passionate team of people who care about the future of Philadelphia, start here.

What We Offer:

Impact - *The work you do here matters to millions.*

Growth - *Philadelphia is growing, why not grow with it?*

Diversity & Inclusion - *Find a career in a place where everyone belongs.*

Opportunities in Tech - *Don't wait for the future, shape it.*

Benefits - *We care about your well being.*

Agency Description

The [Managing Director's Office of Transportation, Infrastructure, and Sustainability](#) (OTIS) is charged with driving change through our transportation and infrastructure systems. OTIS staff are a diverse and passionate group who promote innovation through transportation and infrastructure projects while keeping a core focus on racial and economic equity. OTIS leads a portfolio of departments, including Streets Transportation, Streets Sanitation, Philadelphia Water Department (PWD), and the Office of Sustainability to provide cost-effective quality services with a focus on the resident. OTIS is also the lead agency for the planning, implementation and program management of the Indego Bike Share Program. OTIS collaborates with a wide variety of organizations such as Amtrak, DVRPC, PATCO, PennDOT, and SEPTA.

Find out more here www.phila.gov/departments/office-of-transportation-infrastructure-sustainability/ and here

www.phila.gov/departments/managing-directors-office/.

OTIS is proud to chair Vision Zero, a mayoral initiative to eliminate traffic deaths on Philadelphia streets by 2030. Vision Zero provides a comprehensive framework to manage speeds—and end traffic deaths—on our city’s streets by focusing on equitable implementation of the Vision Zero Action Plan 2025. Traffic crashes do not affect all Philadelphia neighborhoods equally; neighborhoods with higher proportions of residents living in poverty and neighborhoods with higher proportions of residents of color, are subjected to a disproportionate number of fatal and serious injury traffic crashes. Vision Zero works to ensure equitable access to safe streets.

Find out more about Vision Zero at www.VisionZeroPHL.com.

Job Description

The Communications Manager will lead day-to-day communications for the Managing Director’s Office of Transportation, Infrastructure, and Sustainability (OTIS) and will be responsible for working with OTIS leadership to develop and implement the communications strategy for the organization. As the lead organization for Vision Zero Philadelphia, OTIS communications strategy will focus heavily on messaging that advances Vision Zero goals. Particular focus areas include:

- Developing Vision Zero communications strategies and campaigns across multiple channels; promoting traffic safety messages following the [National Highway Traffic Safety Administration \(NHSTA\)](#) and Pennsylvania Department of Transportation (PennDOT) communication calendars;
- Managing grant-funded communications deliverables and consultant work; coordinating with communications staff in peer departments; and
- Preparing press releases, events, and media communications in coordination with Mayor’s Office of Communications.

Specific Communications Management tasks may include but are not limited to:

Communications Management for OTIS

- Create and implement a communications strategy which focuses on Vision Zero and traffic safety while highlighting the other important work and projects of OTIS and its peer agencies.
- Build strong agency and community relationships and seek opportunities to create long-lasting, reciprocal, and open partnerships.

Media relations and events

- Organize and represent OTIS and Vision Zero at press events with partner departments, agencies, and organizations.
- Promote traffic safety events such as car seat checks and Operation Safe Driver Week in accordance with the NHTSA calendar.
- Represent OTIS and the City of Philadelphia at local, regional and national safety conferences.
- Cultivate and maintain relationships with reporters; respond to media requests and proactively pitch stories.
- Track, review, and report on media coverage for Vision Zero initiatives and campaigns.
- Write press releases, blogs, and talking points about OTIS and Vision Zero initiatives.

Education and Public Service Announcement campaign management

- Serve as project manager for graphic design and ad purchase contracts related to Vision Zero educational

campaigns.

- Manage evaluation contracts related to focus groups, surveying, and similar activities to determine effectiveness of Vision Zero education campaigns.
- Develop and review safety project and campaign-related materials including one-pagers, talking points, presentations, and other related meeting and event materials.
- Conduct public outreach and liaise with community partners about traffic safety and other key OTIS initiatives.
- Support creation of public-facing digital and print materials to communicate progress of infrastructure projects.

Digital Communications

- Develop social media toolkits for community and agency stakeholders.
- Manage social media strategy and implementation, in line with [NTHSA safety calendars](#) and Vision Zero initiatives.
- Develop web content, email marketing, newsletters, blog posts, and other materials for Vision Zero and other local safety transportation messaging as needed.
- Analyze and create reports based on social media and ad campaign metrics.
- Manage Community Safety Traffic Safety Program grant activities and ensuring grant reporting is completed accurately and on-time.

This position is located in the Office of Complete Streets within OTIS and reports to the Deputy Director of Complete Streets. **This is a grant-funded position, and consistent renewal of the grant is anticipated.**

Qualifications

Education and Experience

- Bachelor's degree in Communications, Marketing, or a related field
- 3-5 years of experience in the field of communications
- Project management experience
- We welcome and encourage applicants with non-traditional career paths. If you don't exactly meet the qualifications outlined here, please apply and describe in your cover letter how your own experiences equip you to excel in this position.

Preferred Qualifications

- Previous experience with government communications
- Experience managing paid media advertising
- Experience managing budgets and grant reporting

Competencies, Knowledge, Skills and Abilities

- Ability to develop press releases, media alerts, Q&A, talking points, and other media materials
- Experience organizing press events, including, but not limited to press conferences and media briefings
- Excellent written and verbal communication skills
- Strong administrative skills and ability to prioritize multiple tasks across portfolio of work
- Experience with website management
- Proficient in Microsoft Office programs, especially Outlook, Teams, Word, Excel, PowerPoint

- Proficient in social media management and managing platforms such as Twitter, Facebook, and Instagram
- Experience creating digital graphics and designing print materials
- Experience using communications and design tools, such as MailChimp, Canva, Adobe Creative Suite, etc.
- Ability to conduct outreach to diverse community groups and deliver public-facing presentations
- Ability to work in a fast-paced environment and meet tight deadlines
- Excellent self-direction and the ability to take ownership and see responsibilities through to completion
- Ability to establish and foster relationships with cross-sector partners and to work as part of a collaborative team
- Available to work nights and weekends as needed
- Second language a plus

Additional Information

Salary Range: \$60,000 - \$70,000

Please submit a resume, cover letter, and writing sample with your application. Incomplete applications will not be considered.

People of color, women, LGBTQ+ people, and members of other historically disenfranchised populations are strongly encouraged to apply.

Did you know?

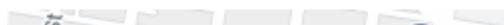
- We are a Public Service Loan Forgiveness Program qualified employer
- Employees are eligible for a 25% tuition discount program (and sometimes spouses and dependents as well) in partnership with area colleges and universities
- We offer comprehensive health coverage for employees and their eligible dependents
- Our wellness program offers eligibility into the discounted medical plan
- Employees receive paid vacation, sick leave, and holidays
- Generous retirement savings options are available

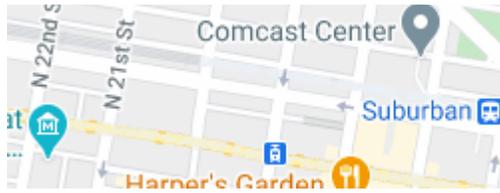
Successful candidate must be a city of Philadelphia resident within six months of hire

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#LI-OHR

Job Location





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