



Communication Manager

1401 John F Kennedy Blvd, Philadelphia, PA 19102, USA

Full-time

Company Description

Overview of City of Philadelphia

With a workforce of over 30,000 people, and opportunities in more than 1,000 different job categories, the City of Philadelphia is the sixth largest city in the United States and one of the largest employers in Southeastern Pennsylvania. As an employer, the City of Philadelphia operates through the guiding principles of service, integrity, respect, accountability, collaboration, diversity and inclusion. Through these principles, we strive to effectively deliver services, to resolve the challenges facing our city, and to make Philadelphia a place where all of our residents have the opportunity to reach their potential.

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.*

Benefits - *We care about your well being.*

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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.

The Office of Sustainability, which reports through OTIS, works with partners around the City to improve quality of life in all Philadelphia neighborhoods, reduce the City's carbon emissions, and prepare Philadelphia for a hotter, wetter future. OOS is responsible for implementing Greenworks Philadelphia, the City's comprehensive sustainability plan.

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. The Communications Manager will also manage digital communications for the Office of Sustainability. 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 \(NHTSA\)](#) and Pennsylvania Department of Transportation (PennDOT) communication calendars;
- Managing grant-funded communications deliverables and consultant work; coordinating with communications staff in peer departments;
- Implementing Office of Sustainability communication strategies; such as social media, blog posts and newsletter; 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 for OTIS, which focuses on Vision Zero traffic safety initiatives while highlighting the other important work and projects of OTIS and its peer agencies.
- Refine and implement a communications strategy for the Office of Sustainability
- Handle day-to-day communications responsibilities for the Office of Complete Streets and Office of Sustainability
- Represent OTIS and Office of Sustainability and participate in citywide communications coordination meetings with Mayor's Office of Communications, 3-1-1, social media working groups, assisting with citywide public relations as needed
- Liaise with communications teams from partners including Indego Bike Share, SEPTA, and PennDOT at times collaborating on press conferences and launch events
- 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 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 and Office of Sustainability initiatives and campaigns.
- Write press releases, blogs, and talking points about OTIS and Vision Zero and Office of Sustainability 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 traffic safety infrastructure projects and sustainability initiatives.

Digital Communications

- Develop social media toolkits for community and agency stakeholders.
- Manage social media strategy and implementation, in line with [NHTSA safety calendars](#), Vision Zero, and Office of Sustainability 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.
- Maintain webpages on phila.gov and act as OTIS and Office of Sustainability main point of contact for City web development team.

Reporting and grant management

- Manage Community Safety Traffic Safety Program grant activities ensuring grant reporting is completed accurately and on-time.
- Assist the Grants Coordinator with submitting monthly and quarterly progress reports including tracking project expenditures and reimbursements
- Assist developing proposals for future grant opportunities, determining best practices for citywide communications initiatives.

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

- 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

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

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

As a condition of employment with the City of Philadelphia, employees starting employment on or after September 1, 2021 must be vaccinated.

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

The City of Philadelphia is an Equal Opportunity employer and does not permit discrimination based on race, ethnicity, color, sex, sexual orientation, gender identity, religion, national origin, ancestry, age, disability, marital status, source of income, familial status, genetic information or domestic or sexual violence victim status. If you believe you were discriminated against, call the Philadelphia Commission on Human Relations at 215-686-4670 or send an email to faqpchr@phila.gov. For more information, go to: Human Relations Website:

<http://www.phila.gov/humanrelations/Pages/default.aspx>

Job Location



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