



Organizational Overview

For over 27 years, the Allegheny Regional Asset District (RAD) has invested in Allegheny County's quality of life through financial support of public libraries, parks and trails, regional attractions, arts and cultural organizations, sports and civic facilities, public transit, and local municipal services through an additional, countywide one percent sales and use tax. Since its inception, RAD has resulted in over \$4 billion invested in the region. RAD seeks a **Communications Manager**.

Job Purpose

The manager will directly manage all activities that promote, enhance, and protect the organization's brand and those we support. This position will be responsible for the development, integration, and implementation of a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. As a cheerleader for the organization, the manager will advance the organization's position locally, regionally, nationally and internationally.

Key Responsibilities

- Advance RAD's brand identity; broaden awareness of its priorities, mission, and vision; and increase the visibility of its impact locally, regionally, nationally and internationally
- Produce and maintain all communications-related content development for RADs social media platforms and assets including video production, graphic design, copywriting and editing, and photography
- Work closely with the RAD team to increase awareness of RAD's programs, and initiatives, and enhance brand awareness through social and digital media
- Develop community and media partnerships that enhance and grow public awareness
- Coordinate visibility opportunities that include radio, web content and television broadcasts, print media and partner collaboration, and promotional materials.
- Coordinate and facilitate interest in RAD funded asset events, and programs.
- Ensure regular contact with media and appropriate response to media requests
- Organize and manage all interviews and public appearances for leadership, Board Chair and members.
- Write and distribute all organizational press releases and public statements
- Develop and produce all content and editing of organizational materials including annual reports, research and data projects, newsletters
- Serve as spokesperson and lead point person on media interactions and crisis mitigation
- Manage projects including budgeting and vendor negotiations

- Other duties as assigned

Priority Specific Duties

- Fully produce RAD annual report
- Coordinate annual RADical Days events
- Produce and maintain website content
- Build loyal brand following on social
- Issue press releases, media alerts and respond to inquiries

Desirable skills, experience, and qualifications

- Demonstrated communications or public relations experience. Degree preferred; Communications, Journalism, Public Relations or related field.
- Excellent editorial, written, and verbal capabilities, including clear, concise and creative writing skills and ability to line edit with a critical eye for detail;
- Proficient in the most current digital office tools;
- Experience and proficiency using content management systems (CMS) such as WordPress to manage and update a website.
- Highly self-motivated and able to prioritize multiple projects with a high level of energy;
- Previous work in a non-profit or government setting desired but not necessary;
- Knowledge of Promotion, Marketing, and Branding tactics;
- Background, understanding or personal experience in the arts is a plus;
- Special Event Productions;
- Project Management.

Compensation

This is a full-time position with a negotiable salary range starting at \$50K depending on experience, and comprehensive benefits package including medical, dental, and vision insurance and general time-off benefits including holiday, vacation, personal, and sick days.

Employer is willing to entertain a part-time employment or freelance relationship as long as the work is successfully completed. Compensation will be negotiated accordingly.

To Apply:

Interested candidates should email a resume and cover letter describing your fit for the position and salary requirements to the Executive Director at rh@radworkshere.org. Position is currently available.

Allegheny Regional Asset District (RAD) is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender identity, sex, national origin, disability, or protected veteran status.