

**PORTAGE AREA REGIONAL TRANSPORTATION AUTHORITY (*PARTA*)  
POSITION DESCRIPTION**

**Position Title: Communications and Content Assistant**

**Category: Non-Safety Sensitive**

**Department: Administration**

**FLSA Status: Non-Exempt Pay: Salary/N6**

**Revision Date: 11/15/2024**

**Reports to: Communications &  
Public Advocacy Advisor**

**JOB RESPONSIBILITIES** (Performs other related duties as assigned.)

Performs a variety of administrative and professional work to create visual text and imagery concepts that support the promotion, marketing, presentation, and public relations of a variety of programs and projects for the organization. Performs work safely; follows safety work rules, guidelines and procedures and exercises maximum care and good judgment to prevent injury and accidents from occurring.

**ESSENTIAL FUNCTIONS OF THE POSITION**

Using desktop publishing and related software, develops, designs, produces informational material for company. Produces a variety of designs for website, social media, and other digital and print platforms.

Creates, edits, reviews, and proofs a variety of written materials both independently and as directed to communicate with employees, passengers, and the public. Distributes advertisements, brochures and other company literature.

Operates personal computer and other computer programs, with skill and creativity, to develop written and graphical material for departmental projects, reports, presentations; to include, but not limited to, desktop publishing, computer graphics, slide imaging.

Produces images through camera and photo production with the ability to manipulate images to fit marketing and promotional needs. Create basic videos using available software and digital tools.

Coordinates with internal and/or external vendors for materials needed for projects. Collects, gathers, and organizes data necessary for reports, brochures, or newsletters.

Uses initiative and judgment to see that matters requiring attention are referred to appropriate employee or handled in an effective manner.

Assists in maintaining contacts with department heads, officials, and media contacts. Attends events and activities to raise awareness about PARTA and its services through public outreach.

Establishes and maintains effective relationships with a wide range of community representatives and members of the print and electronic media. Works with community

partners to gather interest and content to advertise with PARTA. Provides support for purchasing ad space vendors to ensure correct content is displayed.

Keeps managerial and professional staff informed of important or significant items requiring review or action, as directed; obtains information and feedback from staff members as needed.

Follows up on reports, correspondence and other support and administrative matters to facilitate the smooth operation of the office.

Provides technical assistance to staff in the use of equipment and completion of special tasks.

Operates a variety of equipment, including computer software and hardware.

May serve as a member of various employee committees, as assigned.

### **QUALIFICATIONS**

Possession of a bachelor's degree in graphic design, marketing, or equivalent education with one (1) years' experience in graphic design, business, marketing and/or public relations. Any combination of education and experience that demonstrates the following knowledge, skills, and abilities:

Knowledge of: media and public relations; graphic design principles, techniques, and methods; marketing and promotion. Knowledge of our website platform, WIX and proficiency with the Adobe suite, including Photoshop and Illustrator. Knowledge of Microsoft office suites, including Word and PowerPoint. Knowledge of effective time management.

Skills in: operating the listed tools and equipment; graphic design and promotion of a positive company image and identity.

Ability to: effectively communicate orally and in writing; establish and maintain effective working relationships; prioritize and manage multiple projects at the same time; use creativity to promote services and focus on attention to details.

### **LICENSURE OR CERTIFICATION REQUIREMENTS**

A) Valid State of Ohio Driver's License with no more than four points required at time of hire.

B) Successful completion of previous employment verification, criminal background investigation.

C) Successful completion of Non-Department of Transportation Pre-Employment Drug Screen.

### **TOOLS AND EQUIPMENT USED**

Operates tools and equipment including but not limited to: personal computer and related hardware and software, including word processing, spreadsheet, and data base software; PDA, scanner and other related office technology; 10-key calculator; camera; telephone; cellular phone; copy machine; fax machine; audio/visual equipment and related components.

### **PHYSICAL DEMANDS**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Work is performed mostly in an office setting. Some outdoor work is required for the review of advertisements and obtaining new media. Hand-eye coordination is necessary to operate cameras, computers, and various pieces of office equipment.

While performing the duties of this job, the employee is frequently required to sit; stand; walk; talk; use hands to finger, feel or operate objects, tools, or controls; and reach with hands and arms.

In accordance with the U.S. Department of Labor Physical Demands Strength Rating, this is considered Light-Work – exerting up to 20 pounds of force occasionally, and/or up to 10 pounds of force frequently, and/or a negligible amount of force to constantly move objects.

### **WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

While performing the duties of this job, the employee occasionally works in outside weather conditions. The employee occasionally works near moving mechanical parts and in high, precarious places and is occasionally exposed to wet and/or humid conditions, fumes, and airborne particles.

The noise level in the work environment is usually quiet to moderate.

### **ADDITIONAL INFORMATION**

Selection shall be based on ability to meet those job qualifications specified in the job description. This shall be determined from information received through the job application, resume, interview, and references and may include job-related testing. The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the job change.

*PARTA* has established the goal of 100 percent drug and alcohol-free workplace. Applicants will be required to undergo pre-employment drug testing and may be subject to further urine and alcohol testing throughout their period of employment. The employee will be required to comply with the employer's Drug and Alcohol Policy.

“*PARTA* does not discriminate in provision of services or employment because of handicap/disability, race, color, creed, national origin, sex or age.”