Open-Close Date: November 5, 2015-November 16, 2015

Job Title: Media & Promotions Specialist—Job #15:319

Type of Posting: Internal and External

Job Summary: Assists in media relations and promotional activities in the public relations and marketing department. Works with UTA's Senior Media Relations Specialist in coordinating media requests and researching information related to those requests. May serve as backup media spokesperson on occasion. Works with Senior Media Relations Specialist and department manager to develop messaging. Also works with Marketing Supervisor and department manager on coordinating marketing and promotional activities. Assists in coordinating development and production of marketing materials. Coordinates film request logistics and requirements, and provides assistance as necessary to UTA's graphics and video production personnel.

- Assists Marketing Supervisor in generating marketing, branding and promotional materials for the agency and its products.
- Researches subjects for media relations purposes.
- Works with Marketing Supervisor and Graphic Artist to coordinate graphic layout and production of printed and electronic pieces.
- Oversees UTA's film requests and coordinates film request logistics, requirements, and scheduling.
- Tracks the Authority's media coverage and press clips.
- Fields selected media requests and gathers background information for the news media.
- Assists in developing messages for the news media.
- Under direction of Public Relations & Marketing Manager and Senior Media Relations Specialist, serves as the agency's back spokesperson when necessary.
- Provides support for video production function by assisting with script review, video shoots, photo shoots, editing sessions, etc.

Minimum Qualifications:

Education: Bachelor's Degree in Communications, Public Relations, Advertising, Journalism, Business, or a design-related field.

Experience: Three years' experience in a communications, public relations, advertising or marketing field.

Knowledge:
- Basic competency in graphic design and layout
- Basic knowledge of photography
- Basic knowledge of social media platforms including Facebook, Twitter, Instagram, YouTube and LinkedIn

Skills:
- Journalism or public relations writing skills

OR—

an equivalent combination of relevant education and work experience.

[UTA reserves the right to determine the equivalencies of education and experience.]

Pay Rate: $47,907.87 annually

How to Apply: Please apply and learn more about this position at: www.rideuta.com

Additional Information:
- Women, minorities and people with disabilities are encouraged to apply. All UTA property is designated as Tobacco-Free.
- To learn more and connect with UTA, please follow us on: 🌐🌐🌐🌐🌐

Come build a career today with Utah Transit Authority (UTA), the American Public Transit Association 2014 Outstanding Public Transportation System of the year. UTA strengthens and connects communities with more than 44 million riders annually with a system of innovative, sustainable and accessible service. If you have the talent to succeed and enthusiasm to make it happen, we look forward to hearing from you today.

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Utah Transit Authority is an Equal Opportunity Employer of all persons regardless of race, color, religion, sex, national origin, age, disability, covered veterans, sexual orientation and gender identity.

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