

Position Title: Communications Fellow

Duration & Hours: July 18 through September 30, 2022.

- Position is temporary, with a 40-hour work week
- There is some flexibility on specific working hours, as long as there is sufficient overlap during NACTO's business hours (generally 9 AM to 5 PM), agreed to by both NACTO and the fellow
- The Fellow may be expected to work more than 40 hours during the NACTO Designing Cities Conference, Sept. 6th-10th (including Saturday), with overtime pay
- After September 10th through the end of the fellowship, candidate has the option of working fewer hours (e.g. to help with balancing a return to school full-time)

Pay Rate: \$25.00 per hour. See below for more details.

Location: Our ideal candidate would reside within commuting distance of the Boston metropolitan area. However, we will consider candidates from anywhere in the United States. NACTO has adopted a remote work policy and plans to continue this protocol for the foreseeable future.

The Communications Fellow will be expected to attend the NACTO Designing Cities conference in-person in Boston, Cambridge, and Somerville from September 6th (setup) through 10th (last day of conference), 2022.

The Role

The National Association of City Transportation Officials (NACTO) is seeking a **Communications Fellow**. Reporting to the organization's Communications Program Manager, this time-limited role will help shape stories that show the power of NACTO's network of [90 cities and transit agencies](#) across North America, from drafting blog posts to social media content, to crafting interviews with city staff at the NACTO Designing Cities conference.

Specifically, the Fellow will find and document people-centric transportation practices from the Boston region (from bike lanes to pedestrian treatments to transit priority) throughout the summer, culminating in documenting how the NACTO Designing Cities Conference enables peer-to-peer learning of new street innovations and best practices to advance the state of sustainable, equitable transportation in cities.

The NACTO communications fellowship is a rigorous and hands-on opportunity for an early career professional to get immersed in communications for public good, and build both a portfolio and a network from NACTO's staff, member cities, and partner organizations.

Who You Are

The ideal candidate is well-organized, resourceful, and above all curious—wanting to find stories that resonate to show the impact of NACTO and our cities' work, and drive home the importance of change in our transportation systems to address North America's intertwined safety, sustainability and racial equity crises.

To be successful in this role, you will excel in the following key areas:

- **Clear, precise, and persuasive communication.** You are an excellent, persuasive writer and can communicate complex concepts (like street design and transportation policy) in a clear and compelling manner. You are comfortable with different writing and communication styles, ranging from formal press releases, to op-eds, to social media posts and explanatory blogs.



- **Highly organized, motivated, adaptable, and detail oriented:** You are able to juggle competing demands and reprioritize. You have, or can create, a system for keeping tasks from slipping through the cracks. You adapt when circumstances change. You know how to ask the clarifying questions necessary to produce a high-quality work product.
- **Keenly aware of voice, tone, and the power of language and representation.** You can learn, internalize, and incorporate NACTO's voice, and are eager to learn what tone is both appropriate and effective for a given communication product. You are comfortable with speaking openly about race, gender, and power dynamics, and eager to learn how to put into practice the ways that language can support positive change, or create more roadblocks to it. When you don't know how to approach a project that involves race, gender, and power, you take the time to do your research or thought partner with a colleague in order to create the most intentional deliverable possible.
- **Collaborative style.** NACTO is a team, and we work cross collaboratively. Your role touches every part of the organization, and you will develop relationships, and partner with your colleagues to work together to achieve our ambitions. Communications is necessarily collaborative within our organization, and you embrace open brainstorming and are comfortable with giving and receiving feedback.
- **Desired but not required:** Experience with multimedia or visual content creation—from photography to video to graphics production is a plus. Specific experience with software such as WordPress, Adobe Creative Suite, Adobe Premier, Canva, MailChimp, and similar.

Responsibilities include:

The fellow will primarily be tasked with researching, creating, and documenting storylines connected to the NACTO Designing Cities conference—where cities from across North America gather to share best practices in city transportation to make cities more sustainable. These storylines may take the shape of blog posts, video content, advance planning for press opportunities, and social media posts.

The fellow will also research and write blog posts, social media content for NACTO's research, guidance, and policy work.

Specifically, the fellow will:

- **Research stories:**
 - Research and conceive of storytelling ideas
 - Interview city staff, partner organizations, and community members
- **Create:**
 - Blog posts
 - Social media content (Twitter, Instagram, Facebook, LinkedIn)
 - News releases (potential)
 - Press pitches (potential)
 - Visual materials such as animations, graphics, videos, etc. (potential)
- **Research and maintain press lists**
 - Research reporters that are not in NACTO's network but would potentially write news stories aligned with the organization's goals
 - Research the local transportation reporters in all of NACTO's cities
 - Update and organize NACTO's press lists
- **Photo library outreach**

- Identifying high quality photos in various cities for NACTO's upcoming photo library (covering street design) intended to help cities better communicate and engage with communities in their work
- Reaching out to city staff to secure permission to include photos within the library
- **Assistance as-needed**
 - Depending on qualifications, there may be latitude for independent research at NACTO, helping contribute to the organization's publications, talking points, and thought leadership
 - NACTO is an all-hands-on-deck organization and the fellow will be expected to pitch in with prep work in the weeks leading up to the Designing Cities conference or on-the-ground work during the conference itself.

Qualifications

The ideal candidate for this role is a full-time graduate student pursuing a journalism, public affairs, policy, urban planning, or a similar career. However, candidates from all backgrounds are encouraged to apply, and there is no minimum background for the role outside of a college degree or the equivalent amount of experience (in an office or not) writing persuasive communications.

How to Apply

Send a cover letter, resume, and three writing samples (three unique pieces that demonstrate the breadth of a candidate's scope is preferred, and no more than 3 pages each) as one PDF file to hr@nacto.org with the subject "Communications Fellow."

Applications received by June 20 will receive first consideration, though this position is open until filled. We will consider applications on a rolling basis so we encourage you to apply as soon as possible. No calls please. We regret that we are not available to provide feedback on individual applications.

NACTO is committed to workplace diversity and inclusion. We are equal opportunity employers and do not discriminate in hiring or employment on the basis of race, color, religion, national origin, gender identity, marital status, sexual orientation, age, disability, veteran status, or any other characteristic protected by federal, state, or local law.

Salary and Benefits:

The individual is expected to work 40 hours per week and will be paid on a semi-monthly (twice per month) basis. This is a short-term, non-exempt position and where applicable, the Fellow will be eligible for overtime.

Short-term fellows are not eligible to enroll in NACTO benefit and/or leave programs except to the extent mandated by state and federal law and also subject to the terms and limitations of each benefits program.