

# Wasatch Front Regional Council

## Job Description and Announcement

### Communications Manager

The [Wasatch Front Regional Council \(WFRC\)](#) is the Metropolitan Planning Organization (MPO) and Association of Governments (AOG) for the area of Salt Lake, Davis, Weber, Morgan, Tooele and southern Box Elder Counties in Utah. WFRC builds consensus and enhances quality of life by developing and implementing visions and plans for livable communities, a strong economy, a healthy environment and a well-functioning, multi-modal transportation system.

WFRC is seeking a full-time Communications Manager to lead WFRC's communications efforts related to regional transportation planning and implementation, land use and economic development. The individual in this position will help to shape policy and funding in transportation and related land use and economic development issues that are vital to the future of our region, state and nation.

The successful candidate will be comfortable working in a highly collaborative environment to address the challenges and opportunities of being one of the fastest-growing states in the country.

#### Description

The successful candidate will be adept at executing and refining a strategic communications plan. The Communications Manager will serve on the organization's leadership team and report directly to the WFRC Executive Director. The WFRC Communications Manager will have the following responsibilities:

- Develop and implement effective communications plans, including the support of WFRC's community outreach and public involvement activities.
- Establish and maintain effective working relationships with local, state and federal officials and staff, along with other public, private and community partners. This includes WFRC Regional Council members and staff.
- Prepare and/or review presentations and other materials for internal and external delivery.
- Actively manage and oversee public and media relations, including responding to media inquiries as well as preparing communications for public distribution through traditional and non-traditional media channels.
- Manage and keep current a social media strategy, a social media content calendar, and post regularly on WFRC's accounts.
- Oversee WFRC's public involvement efforts with partners and stakeholders, including local governments, community groups, business organizations, traditionally under-represented populations, and the general public.
- Create and curate engaging digital and print assets that can be used across WFRC's communications channels.
- Participate in developing and communicating policies and programs designed to advance WFRC's strategic goals and short- and long-range plans, including implementation of the [Regional Transportation Plan](#), [Wasatch Choice Vision](#), and [Utah's Unified Transportation Plan](#).
- Oversee the work of WFRC's communications consultants.
- Stay updated on industry trends, communications best practices, and emerging technologies to ensure WFRC remains at the forefront of effective communications.

### Desired skills, abilities, and knowledge

- Strong communication skills and attention to detail, with ability to think and act strategically.
- Flexibility to work both independently and as part of a team, both with internal and external stakeholders.
- Knowledge of and experience with public relations and media relations practices and methods.
- Awareness and experience with the public sector, allowing for the effective management and navigation of politically sensitive issues.
- Ability to multitask on complex projects in a fast-paced environment.
- Interest in comprehensive regional transportation, land use and economic development planning.
- Experience crafting content for and managing digital communications channels, designing and updating print and digital content using Adobe Creative Suite.
- Comfort updating website content using a content management system.
- Maintain professionalism, integrity and a public service attitude.

### Qualification requirements

- Bachelor's and/or Master's Degree (advanced degree preferred) in Communications, Public Relations, Marketing, Advertising, or related field; AND
- Five (5) years of relevant experience related to above duties, two (2) years of which must have been in a leadership capacity; OR
- An equivalent combination of education and experience.

### Compensation and benefits

- Competitive compensation, commensurate with experience and responsibility
- Pension through Utah Retirement System
- 401k / 457 with employer match up to 7.65%
- Medical, dental, vision, life insurance
- Paid vacation and sick leave
- Paid holidays and paid personal days
- Hybrid work schedule
- Office location in a walkable and bikeable area accessible by foot, bikeshare, scooter, bus, light rail, commuter rail and auto
- Region known for offering urban amenities in close proximity to world-class outdoor activities

### To apply

Interested applicants should submit their resume and a letter of interest briefly outlining their experience and qualifications via email to Kevrine Wells, [kevrine@wfrc.org](mailto:kevrine@wfrc.org). For general information, please visit our website at [www.wfrc.org](http://www.wfrc.org).

This position will remain open until filled. Initial review will take place after November 27, 2023.

The Wasatch Front Regional Council is an Equal Opportunity Employer.