



### **Position Description: Public Affairs Manager**

The Truck Safety Coalition (TSC), a partnership between Citizens for Reliable and Safe Highways (CRASH) and Parents Against Tired Truckers (PATT), is dedicated to reducing the number of deaths and injuries caused by truck related crashes on the highways. The TSC is a non-profit organization that provides support services to truck crash survivors and families of truck crash victims, and works with volunteers to advocate for improvements in truck safety.

The TSC seeks an effective, dynamic individual in support of TSC's truck safety agenda. This position will be part of a team to work on advocacy/grassroots campaigns, as well as outreach efforts to truck crash victims/survivors and their families.

Reporting to the Executive Director, the Public Affairs Manager will develop and implement our advocacy and media communications to consistently articulate TSC's mission. This person must work well with others, have a high energy level and be committed to advancing a public health and safety agenda. Prior experience with federal policy and/or transportation issues is preferred.

### **Responsibilities:**

- Lead communication efforts with government agencies, legislative offices, and other nonprofit organizations
- Develop, implement, and evaluate the annual communications plan across the TSC's discreet audiences
- Lead the generation of online content that engages audience segments and leads to measurable grassroots action
- Coordinate webpage and social media to ensure consistent and effective messaging
- Coordinate, organize, and manage all state and national media events
- Leverage earned media activities to promote advocacy and fundraising efforts

### **Skills/Capabilities:**

TSC is seeking an accomplished policy or communications professional with at least 4 years of experience, ideally in an "in-house" leadership role within a nonprofit entity or government organization, covering areas including media relations, social media, newsletters, and press release. The ability to take truck safety information and transform it into informative and useful messages, and disseminate it to the right audiences through the best distribution channels is critical.

- Excellent writing/editing skills with proven ability to produce informative/persuasive letters, petitions, and/or public comments
- Highly collaborative style; experience developing relationships and implementing communications strategies
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Experience with using social media, including but not limited to Twitter and Facebook
- College degree required

Please submit a resume and cover letter with salary requirements to [jlannen@trucksafety.org](mailto:jlannen@trucksafety.org). No phone calls please.