



Talented Public Information/ Public Relations Specialist

Position:

Talented Public Information/Public Relations Specialist

Experience:

More than 5 years in the transportation industry or government sector

Location:

Dallas, Texas

Compensation and Benefits

- Competitive salary based on experience
- PTO and paid holidays
- Auto and cell phone allowances
- 401K with matching
- Health, dental, vision and life insurance
- STD, LTD and AD&D

K Strategies is an award-winning marketing and public relations agency specializing in the government sector. We value strategic thinkers, who work hard and bring results. Our major clients include: the City of Dallas, Dallas Area Rapid Transit (DART), Dallas/Fort Worth International Airport, Southwest Airlines and the Texas Department of Transportation.

We are looking for someone to:

- Develop and direct public information programs and public relations campaigns
- Create project brands and marketing collateral
- Write public relations plans, communications materials, website content, press releases, speaking points, program reports, etc.
- Develop and conduct community stakeholder engagement and outreach
- Media relations including acting as project spokesperson and crisis communications
- Create digital and social media marketing campaigns
- Special event planning for public meetings, outreach events, groundbreaking ceremonies and grand opening events
- Assist with business development operations including proposals and interviews

You'll be best suited for this position if you have the following skills and attributes:

- More than five years of experience working as a public information officer in the transportation industry or government sector
- Bachelor's degree in communications, public relations, marketing or related field
- Excellent writing skills using AP Style
- Media relations and spokesperson experience including media interviews and crisis communications
- Experience creating and implementing successful digital and social media campaigns
- Experience using InDesign software
- Ability to multi-task and set priorities with tight timelines and high client expectations

Ready to apply?

1. Please send your resume to careers@kstrategies.com with job code **PISP1** in the subject line of the email.
2. Download our company employment application from the contact page on our website (www.kstrategies.com) and submit the application to careers@kstrategies.com.