

As a Construction Communications Specialist, you will be an integral part of the “Project Journey” team whose goal is to modernize, renovate, and improve the Ronald Reagan Washington National Airport (DCA).

JOB DESCRIPTION

- Construction Communications Specialist
- This is a non-career, term position.
- Works under the direct supervision of the Project Communications Manager from the Office of Communications.
- Serves in the Construction Management Office at DCA, but may also work at construction sites and field offices at DCA or in the Corporate Office Building (COB).

Using a mix of communication techniques, provides timely, accessible and accurate information and messages to inform travelers, the media, airport employees and vendors, external and internal stakeholders, and government agencies on the status and progress of “Project Journey,” a four year construction project to relocate TSA screening areas and construct a new concourse to replace outdoor boarding positions at DCA. Performs related functions.

GENERAL RESPONSIBILITIES

- Uses a mix of graphics, photography and print media, and social media to keep travelers informed and communicate changes in passenger flow resulting from airport construction.
- Drafts and refines copy and visual aids for press releases, travel advisories, progress reports, Power Point presentations, webpages and social media posts.
- Develops contacts and stays fully informed of construction progress, including achievement of milestones, changes in plans and unexpected events by working closely with the Airports Authority staff and side-by-side with construction site superintendents and safety managers.
- Attends progress meetings, identifies customer messaging opportunities, and anticipates communication needs and then develops the media to use, well in advance of deployment.
- Interprets construction documents and converts essential elements into plain, actionable language and user-friendly graphics for travelers and airport stakeholders.
- Tracks stakeholder comments and concerns and integrates the feedback into the project’s communication strategy.
- Produces a mix of media to provide information to the public, travelers, vendors, and external and internal contacts such that misinformation and inconvenience are minimized.
- Produces intuitive maps and 3-D drawings that simplify the elements of a complex construction environment, provide understanding of the project and forthcoming improvements, so that passengers are able to safely and efficiently travel through the airport.
- Performs other duties as assigned.

QUALIFICATIONS

- Two years of experience in marketing or communications including developing and executing short term media promotions or informational campaigns.

KNOWLEDGE, SKILLS AND ABILITIES (KSA)

1. Ability to speak and write effectively, with emphasis on expressing and presenting technical information in non-complex, easily understood written and graphic formats.
2. Knowledge of, and skill in using, social media applications (Twitter, Facebook, and Instagram) to inform and engage target customer segments.
3. Ability to multitask and produce quality products under the pressure of deadlines.
 - Ability to work as a team member with persons from diverse fields (such as construction and engineering).
 - Ability to identify, select, organize and logically process information to solve a problem.
 - Skill in using a computer and modern office suite software, with emphasis on graphic design and publishing software.

PREFERRED QUALIFICATIONS

- Experience working in the construction industry.
- Knowledge and ability to understand and interpret blue prints and construction documents.
- Knowledge and understanding of OSHA safety rules, regulations and procedures.

EDUCATION

- A Bachelor's Degree in Marketing, Communications, or Journalism or a related field, or an equivalent combination of education, experience and training that totals four years.

CERTIFICATIONS AND LICENSES

- A state driver's license in good standing.

NECESSARY SPECIAL FACTORS

- May require working at construction sites which may expose the incumbent to adverse weather conditions and dust/grease/dirt.
- Work may require using personal protective equipment and adhering to safety rules and guidelines, at the site of the construction.
- Work hours may shift to coincide with construction work schedule and/or busy times for airport passenger travel.
- The incumbent may occasionally be required to respond to the construction site after hours, on weekends or to assist as a result of unforeseen or severe passenger impacts, that may occur during the project and to gather information during emergencies.
- Work is typically reviewed in progress and upon completion for quantity, quality, timeliness, customer service, teamwork, adherence to guidelines/standards, and other factors.