

As a Media Relations Specialist III, you will perform a full range of Media Relations functions and contribute to the public image of the Airports Authority.

JOB DESCRIPTION

- Media Relations Specialist III
- This is the full performance level job in the Media Relations Specialist series.
- Works under the general supervision of the Media Relations Manager.
- Serves in the Office of Communications and Government Affairs at the Corporate Office Building.

As an official media spokesperson, performs the full range of strategic media relations, public affairs, and public information functions. Performs related functions.

GENERAL RESPONSIBILITIES

- Serves as an official, on-the-record Airports Authority spokesperson on assigned topics or issues; provides responses to media inquiries including television and radio interviews.
- Assists in leading media outreach efforts and in planning and preparing collateral material for external use (e.g. talking points, and logistical support for media events.).
- Develops and leads media opportunities to promote key Airports Authority initiatives and projects; attends public hearing and meetings on Airports Authority, as necessary.
- Identifies, prepares, disseminates and follows up on news releases, media announcements, associated social media and online communications channels to promote the airports (Ronald Reagan Washington National Airport and Washington Dulles International Airport), the Dulles Metrorail Project (DCMP) and the Dulles Toll Road (DTR).
- Provides public information and announces new initiatives, programs, meetings, and actions of the Airports Authority's Board of Directors, as required.
- Assists in developing and maintaining emergency communication preparedness and response plans; supports Department efforts in emergency training exercises; may act as lead Media Relations representative during emergency response.
- Develops and maintains public information management records and databases.
- Coordinates requests for filming news features and commercial projects at the Airports.
- Identifies and prepares content for the Airports Authority's internal communications efforts; assists in developing, writing, and disseminating weekly employee newsletters and articles.
- May take the lead in developing programs and procedures for continuing outreach to community news publications and the airport/aviation and trade press.
- May serve as Contracting Officer's Technical Representative (COTR) for support services functions, such as the media monitoring services.
- May serve as photographer for special events.
- Performs other duties, as assigned.

QUALIFICATIONS

- Five years of progressively responsible experience in corporate or industry media relations/communications, including:
 - writing articles, press releases, media alerts, etc.;
 - responding to media requests; and
 - serving as an official spokesperson.

KNOWLEDGE, SKILLS AND ABILITIES

1. Ability to coordinate incoming media requests and respond in a timely manner.
 2. Ability to analyze newsworthy matters and to prepare and disseminate news/press releases, announcements, and media stories, and use new/emerging public affairs media tools.
 3. Skill in recommending, developing, and implementing strategic media plans.
 4. Knowledge of news industry standards, practices and ethics, and media relations principles, and the ability to develop and maintain effective relationships with the news media.
 5. Well-developed skill in public speaking with emphasis on persuasive communication techniques.
 6. Well-developed skill in writing, editing, and design/layout standards.
- Ability to work under pressure and maintain poise in time-sensitive situations.
 - Ability to use a computer, camera, closed circuit TV, radio scanner, and other media equipment.

PREFERRED QUALIFICATIONS

- A Bachelor's Degree in Marketing, Journalism, Communications, Public Affairs, or Public Relations.
- Experience with videography, photography and video/audio editing used in media releases.

EDUCATION

- A Bachelor's Degree in any field, or an equivalent combination of education, experience, and training that totals four years.

A fully equivalent combination of education and training beyond what is needed to satisfy the education requirement may be used to substitute for up to two of the five years of experience. For example, a Master's Degree may substitute for two years of experience.

CERTIFICATIONS AND LICENSES REQUIRED

- A state driver's license in good standing.

NECESSARY SPECIAL FACTORS

- Operates a vehicle airside and landside (requires AOA permit).

- May be subject to adverse weather conditions when giving interviews at on-scene and outdoor locations. Wears personal protective equipment, as needed, when touring construction areas.
- Subject to job pressures from intense media demands in emergency situations.
- Subject to variable duty schedule (including weekends and holiday), and on-call requirements for 24-hour media-call rotation, and recall for non-routine or emergency situations.
- Work is typically reviewed in progress and upon completion for quality, quantity, timeliness, teamwork, customer service, and other factors.