SUMMARY STATEMENT

ITEM NO. DRPA-15-141    SUBJECT: Creation of the Digital Communications Specialist Position within the Department of Corporate Communications and Community Relations

COMMITTEE: Labor

COMMITTEE MEETING DATE: November 5, 2015

BOARD ACTION DATE: November 18, 2015

PROPOSAL: That the Board: (1) accept the recommendation of the Labor Committee to approve the position of Digital Communications Specialist within the Department of Corporate Communications and Community Relations and (2) accept the recommendation of the Labor Committee to compensate the position as a Grade 8 in accordance with the recommendation from the compensation consultant, CCI Consulting.

PURPOSE: To obtain approval for the new position created to manage the daily social media communication and digital content for PATCO and DRPA as part of the Department of Corporate Communications and Community Relations.

BACKGROUND: In an effort to communicate information via social media in real time to PATCO customers during the track rehabilitation project, PATCO hired temporary workers. It was determined that this position could serve this need on a permanent basis as part of the Department of Corporate Communications and Community Relations. The job specification was reviewed and approved by the new Director, Corporate Communications and Community Relations and sent for review and evaluation by compensation consultant, CCI Consulting (CCI). CCI concluded that based on the responsibilities required of the job, it should be valued at a Grade 8 on DRPA’s current job evaluation scale.

Attached is the job description outlining the job responsibilities of the new position.
SUMMARY STATEMENT

Creation of the Digital Communications Specialist Position within the Department of Corporate Communications and Community Relations

SUMMARY:

 Amount: Grade 8 min: $44,790; mid:$55,987; max: $67,184
 Source of Funds: Operating Fund
 Capital Project #: N/A
 Operating Budget: Yes
 Master Plan Status: N/A
 Other Fund Sources: N/A
 Duration of Contract: N/A
 Other Parties Involved: N/A

DRPA-15-141
Labor Committee: November 5, 2015
Board Date: November 18, 2015
RESOLUTION

RESOLVED: That the Board (1) authorizes the creation of the position entitled, “Digital Communications Specialist” within the Department of Corporate Communications and Community Relations” as described in the attached job description, and (2) accepts the recommendation of the Labor Committee to compensate the position as a Grade 8 in accordance with the CCI recommendation; and be it further

RESOLVED: The Chair, Vice Chair and the Chief Executive Officer must approve and are hereby authorized to approve and execute all necessary agreements, contracts, or other documents on behalf of the DRPA. If such agreements, contracts, or other documents have been approved by the Chair, Vice Chair and Chief Executive Officer and if thereafter either the Chair or Vice Chair is absent or unavailable, the remaining Officer may execute the said document(s) on behalf of DRPA along with the Chief Executive Officer. If both the Chair and Vice Chair are absent or unavailable, and if it is necessary to execute the said document(s) while they are absent or unavailable, then the Chief Executive Officer shall execute such documents on behalf of DRPA.

SUMMARY:

| Amount: Grade 8 min: $44,790; mid:$55,987; max: $67,184 |
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| Duration of Contract: N/A |
| Other Parties Involved: N/A |
Delaware River Port Authority
Job Description/Specifications

<table>
<thead>
<tr>
<th>Job Title: Digital Communications Specialist</th>
<th>Job Code: 259</th>
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<tbody>
<tr>
<td>Division: Executive</td>
<td>Grade: 8</td>
</tr>
<tr>
<td>Department: Corporate Communications and Community Relations</td>
<td>Date: September 25, 2015</td>
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<tr>
<td>Reports to: Director, Corporate Communications and Community Relations</td>
<td>FLSA Status: NON-EXEMPT</td>
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</tbody>
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Position Purpose
This position is responsible for managing the daily social media communication and digital content for at PATCO and DRPA. Continually evaluates processes and procedures to maintain a high level of quality communication and customer service. Works with Corporate Communications staff to represent and promote the DRPA and PATCO brands and images.

Qualifications
To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the duties, responsibilities, knowledge, skill, and/or ability required. The Authority will adhere to all applicable laws and regulations in assessing an employee's ability to carry out or otherwise meet the job requirements set forth herein in a satisfactory manner.

Essential Duties and Responsibilities
1. Foster a strong relationship with our customers and stakeholders through the use of social media
2. Create, manage and grow business presence across social media channels, including, but not limited to Twitter, Facebook, LinkedIn, Instagram, Foursquare, YouTube, Google+, Pinterest, Yelp and blogs.
3. Provide timely and detailed service updates for customers regarding delays and traffic issues at our facilities
4. Create and launch helpful updates for our customers, such as safety tips and promoting the use of PATCO to attend an event in the area
5. Monitor and participate in online conversation to build brand interaction and visibility (ex: ‘Liking’ appropriate customer comments on Facebook, retweeting meaningful posts on Twitter, etc.).
6. Monitor media channels on a daily basis for content opportunities or conflicts.
7. Recommend, implement and maintain the design, operation and content of Facebook pages and Twitter accounts
8. Edit and revise content of Customer Service Agent communication with customers as needed
9. Use measurement tools to provide progress reports and mine insights, while continually finding ways to improve on those metrics through testing and new initiatives
10. Collaborate with cross-functional teams to develop marketing and communications plans that leverage the social media space.
11. Analyze and report data on results of social media efforts to determine efficiency and optimization strategies to social and communications teams
12. Effectively work as part of the team in corporate communications to drive content distribution and amplification
Job Title:  Digital Communications Specialist
Job Code:  259

Essential Duties and Responsibilities (cont.)
13. Leverage content from across the company for distribution and amplification
14. Manage social listening to identify influencers, trends, engagement, and content opportunities
15. Post and/or publish content to DRPA and PATCO websites and the Authority intranet as directed. Create electronic communication, email newsletters, text alerts, travel alerts, and public service announcements to relay up-to-date information to employees, customers and other stakeholders.
16. Assists in maintaining a safe and secure work environment by participating in required training, recognizing and reporting hazards and suspicious activity, and using all required personal protective equipment.
17. Perform other related duties as required and assigned.

Skills/Knowledge/Abilities
1. The individual must demonstrate the ability to organize, and analyze complex and diverse information and use same to resolve problems in a timely manner.
2. The individual must pursue training and development opportunities in order to continuously build knowledge and skills. Must be willing to share expertise with others.
3. The individual must be able to manage difficult customer situations and respond promptly to customer needs. The maintenance of confidentiality is essential.
4. The individual must be able to read, understand written and verbal instructions, speak and write clearly in order to communicate effectively. Must be able to demonstrate group presentation skills.
5. The individual must display openness to others views, must be able to balance team and individual responsibilities. Must contribute to building positive team spirit by supporting everyone’s efforts to succeed.
6. The individual must show respect and sensitivity for cultural differences and work toward promoting a harassment free environment and diverse workforce. The individual must treat everyone with respect, work with integrity and uphold and support organizational values and goals.
7. The individual must follow all organizational policies and procedures.
8. The individual must be able to prioritize and plan work activities using time efficiently. He or she must react well under pressure and accept responsibilities for his/her own actions. The individual must respond to management direction.
9. The individual must demonstrate accuracy and thoroughness, apply feedback to improve performance and monitor his or her own work to ensure quality. Individual should always be willing to generate suggestions to improve individual and departmental performance.
10. The individual must be punctual at all times and ensure that work responsibilities are covered in his/her absence. Must complete tasks correctly and on time.

Supervisory Responsibilities
N/A
Job Title: Digital Communications Specialist  
Job Code: 259

Education and/or Experience Required:
- Bachelor’s Degree, preferably with focus on communication, journalism, public relations, advertising/marketing or equivalent
- 2-4 years’ experience or equivalent exposure in a corporate environment
- Experience writing, editing and crafting content on social media channels.
- Experience with leveraging social media management and analytics tools, including, but not limited to Twitter analytics, Facebook Insights, HootSuite, etc. Experience with web content management software.
- Experience with spreadsheet software and word processing software.

Physical Requirements
The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the duties of this job, the employee is required to sit 85%. The employee is required to stand and walk 10% and lift, climb, bend 5%. The employee must occasionally lift, hold and carry objects up to 25 + pounds. While performing the duties of this job, the employee is required walk, stoop, bend, ascend/descend stairs and steps. Have normal day and night time vision, corrected or uncorrected and be without color blindness, and to be able to observe television monitors. Have normal hearing, corrected or uncorrected, to be able to clearly understand verbal instructions and inquiries. The individual in this position must be able to perform all position functions and must also be able to physically operate all job related equipment for the position functions. The employee must maintain a neat and clean appearance.

Working Conditions
The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job.

The employee must be organized, work well under pressure, and be able to prioritize assignments appropriately. The employee must communicate well with the public, and remain poised under pressure. The employee must understand the importance of discretion and adhering to deadlines.

Reviewed and Approved By:

Prepared By: KLF 9/25/2015