



# Public Engagement Specialists

K Strategies is an award-winning marketing and public relations agency with two decades of experience helping organizations strategically position themselves to increase market share and engage target audiences. We create inspiring marketing campaigns and materials that help our clients build credibility, educate their audiences, and attract new business opportunities. We make ideas happen and help our clients achieve their goals. We value strategic thinkers who want to make an impact.

We're looking to hire two public engagement specialists to lead and manage public engagement projects with clients, such as the City of Dallas, TxDOT and DART. The first position is a more seasoned professional to lead and direct public engagement projects. The second a less seasoned professional to lead public engagement activities and tasks.

## Job Responsibilities

- Lead and direct campaigns and projects including developing project strategy and action plans.
- Create proactive and successful public and community engagement programs in a wide range of diverse communities.
- Write for a variety of content including public engagement plans, communications materials, traffic alerts, email campaigns, newsletters, social media, website content, press releases, speaking points, and program reports, etc.
- Develop comprehensive stakeholder databases and connection with key community stakeholders, elected officials, neighborhood associations and businesses.
- Coordinate the creation of eye-catching marketing materials (flyers, brochures, presentations, newsletters, and digital assets).
- Direct and manage project media relations. Write appealing press releases, pitch stories and lead positive media relations and coverage with reporters. Seasoned position to be project media spokesperson for interviews with media, as needed.
- Create and lead strategic email and social media campaigns including developing brands, writing posts and responses, coordinating graphics and photos, and increasing digital presence.
- Lead the coordination of special events including public meetings, public hearings, focus groups, stakeholder groups and interviews, press conferences, groundbreaking and grand openings, etc.
- Create project documentation including presentations, status reports, and other documents as necessary.
- Review all deliverables to ensure high-quality and professional outputs to exceed client expectations.

## Qualifications

- Seven or more years of public engagement, communications or public outreach experience for the seasoned position, less years of experience for the junior role
- Bachelor's degree in marketing, public relations, communications, journalism or related field
- Proven communication experience outreaching to communities and stakeholders
- Excellent writing skills using AP Style
- Experience working in a fast pace environment, able to multi-task and meet tight deadlines and high client expectations
- Public engagement experience with a highway transportation or public transit agency, and/or federal, state, or local government agency is a plus
- Bilingual (English and Spanish) is a plus

## Compensation / Benefits

- Competitive salary based on experience and skill set
- Possibility of working some time remotely from home depending on project needs. Could be 30-50% remote work
- PTO (3 weeks) and 9 paid holidays
- Cell phone allowance
- 401K with matching
- Health, dental, vision and life insurance
- Short Term Disability (STD), Long Term Disability (LTD) and Accidental Death & Dismemberment (AD&D)

## Ready to apply?

Email your resume to [careers@kstrategies.com](mailto:careers@kstrategies.com) and put **PES** in subject line.

Complete 5 -10 minutes careers assessment at <https://go.apply.ci/s/94DB8E0000>

WE MAKE **IDEAS** HAPPEN.