



KANAWHA VALLEY REGIONAL
TRANSPORTATION AUTHORITY

P.O. Box 1188
Charleston, WV 25324

1550 Fourth Avenue
Charleston, WV 25387

PHONE	304.343.3840
FAX	304.343.3877
WEB	RIDEONKRT.COM

JOB DESCRIPTION

POSITION: Communications Director

TYPE: Non-Union

REQUIRED EDUCATION, EXPERIENCE, LICENSURE:

- Degree in marketing, communications, public relations, journalism, business administration, or a related field required
- At least five (5) years of experience in marketing promotions and public relations work with preferred emphasis on public transportation

JOB DUTIES:

Marketing

- Answers directly to the Executive Director and Chief of Staff
- Represents KRT on committees for local, regional, and state organizations
- Develops and implements comprehensive communication and public relations strategies that effectively promote KRT's services and image
- Plans and executes public engagement events and activities, including public meetings, community outreach, and customer/employee appreciation events
- Oversees internal communications including a monthly newsletter and employee spotlights
- Ensures that passengers receive multi-channel communications (including but not limited to digital signage, print signage, printed flyers, app banner announcements) when KRT has changes, updates, or new services that affect them
- Monitors the KRT website for updates and additions
- Partners with technology vendors to make sure that important news/updates are featured across all apps/programs
- Manages KRT social media accounts, including after hours when there may be a service outage or service update
- Creates and distributes press releases, media advisories, and other communications materials to local, regional, and state media outlets
- Works with outside vendor to sell KRT advertising
- Maintains brand consistency across all communications channels
- Helps manage KRT's Safety Levy Campaign, including planning, organizing, and executing campaign activities
- Promotes, oversees, sells, and maintains records for the Art Bus program, making appropriate contacts with clients

Please see the attached Addendum, which outlines additional duties (and associated physical demands) that may be performed by this employee

**SKILLS / ABILITIES:**

- Exceptional written and oral communication skills are necessary
- Knowledge of marketing strategies and design concepts (i.e., video/graphical editing)
- Corporate social media oversight experience
- Interpersonal, organizational, and planning skills
- Content creation aptitude
- Computer literacy

EQUIPMENT USED:

- Computer / software
- Printer and accessories
- Audio/Video Recording Products
- Phone system
- Vehicle

ENVIRONMENTAL CONDITIONS:

- This is primarily an office position
- Environmental factors that may impact the employee include required travel to perform essential functions and the potential for overnight travel

HOURS:

- 8:00AM – 4:30PM, Monday – Friday (Flexible)
- One hour lunch break

PHYSICAL DEMANDS:

(In an eight hour workday, employee is required to:)

ACTIVITY	HOURS AT ONE TIME	HOURS/SHIFT
STANDING	<30 minutes	<30 minutes – 2 ½ hours/shift
SITTING	Up to 1 hour	2 ½ - 5 ½ hours/shift
WALKING	<30 minutes	<30 minutes – 2 ½ hours/shift
DRIVING	Varies	Varies

COMMENTS:

- Sitting, standing, and walking occur intermittently throughout the workday
- Standing and walking may occur on a tile floor, cement, or asphalt
- Sitting occurs in an office chair or in a vehicle



During work the employee must lift/carry:

	WEIGHT	OCCASIONALLY 1 TO 2.5 HRS	FREQUENTLY 2.5 TO 5.5 HRS	CONTINUOUSLY 5.5 TO 8 HRS
LIFT	Up to 50 pounds	X	N/A	N/A
CARRY	Up to 50 pounds	X	N/A	N/A

COMMENTS: Items to be lifted / carried could include office supplies, brochures, schedules, and schedule racks; assistance with lifting heavy or awkward items is available

The following actions are required while working on the job:

ACTIVITY	NOT AT ALL	OCCASIONALLY 1 TO 2.5 HOURS	FREQUENTLY 2.5 TO 5.5 HRS	CONTINUOUSLY 5.5 TO 8 HOURS
CLIMB		X		
BEND		X		
REACH AT OR BELOW SHOULDER LEVEL			X	
KNEEL		X		
STOOP/SQUAT		X		
CRAWL	X			
PUSH/PULL		X		
REACH ABOVE SHOULDER LEVEL		X		
OPERATE FOOT CONTROLS			X	

COMMENTS:

- Bending and stooping/squatting may occur when filing or loading computer paper/filming content
- Push/pull will occur when opening/closing doors or drawers



EMPLOYEE DECLARATION: I have read the above positions specifications. I understand the demands and expectations of the position described and, to the best of my knowledge, believe I can perform these duties.

Employee Signature

Date

KVRTA is an Equal Opportunity Employer

Rev. 07/2025