

CITY OF LOS ANGELES

CALIFORNIA

Seleta J. Reynolds
GENERAL MANAGER



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DEPARTMENT OF TRANSPORTATION

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PART-TIME EXEMPT EMPLOYMENT OPPORTUNITIES

JOB TITLE: Project Assistant/Social Media Assistant

SALARY: \$23.37 hourly

OVERVIEW

The Los Angeles Department of Transportation (LADOT) is accepting applications to hire (1) As-Needed Project Assistant in their Communications Office.

LADOT has 2,000 employees, 42 business lines and touches every part of the city from safety, transportation, mobility options, livability equity, fostering innovation and beyond.

LADOT is looking for a versatile individual with experience in various multimedia platforms. The ideal candidate must demonstrate excellent storytelling, monitoring, and production skills working within a multiplatform environment.

The position is exempt from the civil service provisions of the City Charter and will serve at the will of management. Information regarding exempt employment can be found at www.per.lacity.org/Exams/exempt_info.pdf.

MINIMUM REQUIREMENTS

- 1) Experience in content optimization and managing brand consistency.
- 2) Experience in related fields such as communications, journalism, public relations, or marketing

FUNCTIONS

- Build and execute social media strategy through competitive research, analysis, benchmarks, and audience identification
- Ensure brand voice stays consistent in style, quality, tone, and guidelines
- Assist developing calendars, content, and staying engaged
- Monitor social media and engage when applicable

- Collaborate with colleagues to secure appropriate creative assets
- Other duties as assigned

DESIRED QUALIFICATIONS

- 1) Experience with Microsoft Offices suite, including Word, Excel, and PowerPoint
- 2) Strong creative writing skills and excellent oral communication skills
- 3) Experience in content optimization and managing brand consistency
- 4) Ability to work independently as well as in small groups.
- 5) Fluent in Adobe Creative Cloud (Photoshop, Indesign, Illustrator) and all Mac OS features
- 6) Able to commit at least 20 hours per week
- 7) Strong soft skills: fantastic work ethic, collaborative, innovative, and resourceful
- 8) Video production, photography, graphic design skills
- 9) Performs well under deadlines and is detail-oriented

About LADOT's Communication Office:

We are a multi-faceted team responsible for integrating communications, marketing, public relations, social media, and content creation. LADOT's Communication Office focuses on both traditional media (i.e. media advisories, press releases, press conferences) and non-traditional media (i.e. social media, digital marketing campaigns, development, etc). As a tight-knit team, our core value is to provide service to Los Angeles, and our main goal is to move Los Angeles forward through our efforts.

TO APPLY

All interested candidates must submit a resume and City application, which can be downloaded at <http://per.lacity.org/application.pdf>. These documents must be scanned as a single .pdf and e-mailed to dot_public_info@lacity.org. The subject line should read: *LADOT– Digital Media Assistant*.

Applications will be thoroughly reviewed to determine a reasonable number of candidates with the applicable background and experience to interview. Only electronic submittals received during the filing period will be accepted.