

Supplemental Questionnaire

Marketing and Communications Specialist

This questionnaire is intended to supplement your resume and will be used for further evaluation of your education, training and experience as it relates to the Marketing and Communications Specialist position for which you are under consideration. Please fill out the questionnaire completely even if this information is included in your resume and application.

1. Please describe a successful marketing campaign, public relations program, and/or communications project that you led. Highlight its desired purpose, your role and responsibilities, and the outcome of its implementation.
2. Please provide an example of your experience guiding others on how best to address a challenging or controversial project or high-profile communications campaign. Highlight the challenges being faced, and your evaluation of the situation and subsequent recommendations.
3. Please describe your experience conducting community outreach and engagement campaigns. In your answer, please include the following: your title and employer where you gained the experience; the purpose, size, scope, budget, and deliverables of the campaigns; your role in the campaigns; internal and external stakeholders involved in the campaigns; types of contractors used, and phases of the campaigns you were directly responsible for managing.
4. Please describe your experience developing marketing, communications, or community engagement programs for topics in sectors addressed by the SCTA and RCPA (e.g., climate change, energy, transportation, land-use, water, waste, etc.).
5. In this position, fluent, bilingual English/Spanish skills are highly desired. Please indicate the level of your English/Spanish bilingual skills:
 - Yes, I have basic (conversational) English/Spanish bilingual skills
 - Yes, I have fluent (reading, writing, and conversational) English/Spanish bilingual skills
 - No, I do not have English/Spanish bilingual skills
6. Please provide a professional writing sample (an article is desired, but any professional work is acceptable; please do not submit more than two pages).