

# Associate Director of Strategic Initiatives & Communications

## Front Range Passenger Rail District

Classification: Exempt | Reports To: General Manager | Status: Full-Time  
Hybrid position; must be located in Colorado

### About the Front Range Passenger Rail District

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The Front Range Passenger Rail District (FRPRD or District) is a Colorado special district established by statute to design, finance, construct, operate, and maintain a new passenger rail system along the Front Range corridor from Fort Collins through Denver to Pueblo, with future connections to Trinidad, New Mexico, and Wyoming. The District is governed by a 24-member Board (17 voting) and is at a critical juncture — advancing multiple planning and partnership initiatives while preparing for a District-wide ballot initiative to secure permanent funding for the full rail program.

### Position Overview

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The Associate Director of Strategic Initiatives & Communications serves as a key operational leader for the Front Range Passenger Rail District (FRPRD), responsible for driving execution of the District's Operating Plan while leading a cohesive communications and public engagement strategy. This role bridges internal strategy and external communications, ensuring alignment across contractors, vendors, and stakeholders as FRPRD advances its mission to develop passenger rail along Colorado's Front Range corridor.

The Associate Director functions as a flexible, high-impact resource for District leadership — capable of managing complex project portfolios, coordinating external partners, and translating data and research into clear strategic direction. The Associate Director maintains a strong presence in the Denver office and provides direct operational and technical support to the General Manager and Chief Operations Director as needed.

### Key Responsibilities

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#### Operating Plan Execution & Project Management

- Serve as the District's lead for day-to-day execution of the FRPRD Operating Plan, ensuring workstreams are properly scoped, resourced, and progressing toward established milestones.
- Apply project management principles and tools including work plans, risk registers, status dashboards, and milestone tracking, to maintain accountability across all active initiatives.
- Identify dependencies, surface risks proactively, and develop mitigation strategies in coordination with District leadership.

- Coordinate across internal leadership, legal counsel, engineering consultants, and contracted partners to maintain alignment and ensure deliverables are met on time and within budget.
- Prepare regular progress reports and status updates for the General Manager and Board, ensuring transparency and informed decision-making at every stage.
- Support the ongoing development and refinement of the Operating Plan as District priorities and external conditions evolve.
- Follow up on action items from leadership meetings, Board sessions, and consultant engagements, ensuring timely resolution and documentation.

### **Communications, Social Media & Digital Presence**

- Manage the District's social media presence and oversee relationships with social media vendors, ensuring content is consistent, on-brand, and aligned with public engagement goals.
- Review and approve content strategies, monitor performance metrics, and ensure responsiveness to community and stakeholder activity across all platforms.
- Maintain a proactive, forward-looking communications calendar that reflects key milestones, legislative developments, and community touchpoints.
- Update and maintain the District's website, including posting resolutions, job listings, and other public-facing content.
- Update and maintain contact lists and the Zoho CRM database.
- Log and track media coverage; distribute eblasts through Zoho Campaigns.
- Monitor and manage the @info inbox.
- Maintain and update the website, including content updates, uploading resolutions, job postings, etc...

### **Contractor & Vendor Coordination**

- Coordinate communications and marketing contractors, managing scopes of work, deliverables, and timelines.
- Serve as the primary point of contact for external communications firms and ensure integration between contracted services and internal District priorities.
- Monitor contractor performance and maintain documentation to support contract compliance and Board reporting.

### **Research & Strategic Analysis**

- Lead internal research and data analysis efforts across a range of strategic topics relevant to the District's priorities, including ridership trends, peer agency benchmarking, legislative and policy developments, community needs, and public opinion landscapes.
- Synthesize complex information from multiple sources into clear, concise analysis to inform Board decision-making, strategic planning, and public messaging.
- Translate research findings into actionable strategic recommendations that advance the District's mission and long-term goals.

### **Special Projects & Strategic Initiatives**

- Lead and manage a portfolio of high-priority special projects assigned by District leadership, ranging from intergovernmental coordination efforts and stakeholder engagement campaigns to policy research, grant-related initiatives, and emerging strategic opportunities.

- Scope and structure new initiatives from the ground up, establishing clear objectives, work plans, and success metrics.
- Exercise independent judgment in navigating complex, cross-functional projects that may not fit neatly within existing operational frameworks.
- Serve as a flexible and responsive resource for District leadership when time-sensitive or politically significant needs arise.

### **Office Presence & Technical Support**

- Maintain a consistent presence in the District's Denver office, serving as the on-site point of contact for operational and technical needs.
- Oversee general office upkeep and ensure the Denver office is maintained and operational.
- Serve as the primary liaison with GoWest for IT needs, coordinating requests and follow-up.
- Provide direct assistance to the General Manager and staff with technology, system access, and computer-related needs.
- Serve as an in-person resource for staff, board members, and visitors when leadership is traveling or engaged in external meetings.
- Arrange and pick up print orders and related office supplies.
- Coordinate speaking engagements, presentations, and event logistics.

### **Qualifications**

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A successful candidate will bring demonstrated experience in public-sector communications, strategic planning, or project management ideally in a transit, transportation, or government context. Strong analytical skills, vendor management experience, and the ability to communicate clearly across technical and non-technical audiences are essential. Familiarity with ballot measure campaigns or public engagement initiatives is a plus.

A bachelor's degree in public administration, communications, political science, or a related field is required; a master's degree or equivalent experience is preferred. Experience working with or for a special district, transit agency, or regional government body is highly desirable. Project management certification (PMP, CAPM, or equivalent) is a plus.

### **Compensation & Benefits**

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The salary range for this position is \$85,000–\$115,000 annually, commensurate with experience and qualifications. FRPRD offers a competitive public sector benefits package including:

- Medical, Dental, Vision Insurance — premiums 100% covered by the District
- Retirement Plan: 401a with immediate vesting and generous District match, and optional 457b Contribution Plan
- 22 Days Paid Time Off (sick and vacation combined)
- All federal and State of Colorado holidays observed
- Professional development support

The Front Range Passenger Rail District is an equal opportunity employer committed to building a diverse and inclusive team.