



POSITION DESCRIPTION

POSITION TITLE:	Communications and Outreach Coordinator
REPORTS TO:	District Administrator
CLASSIFICATION TITLE:	Program Manager I (Exempt)
GRADE LEVEL:	7
DATE:	January 2020

PRIMARY OBJECTIVE:

The Communications and Outreach Coordinator has primary responsibilities for the strategic planning, implementation and continuous improvement efforts associated with the Ramsey-Washington Metro Watershed District's (RWMWD) external and internal communications. The Communications and Outreach Coordinator works in partnership with all staff, stakeholders, and consultants to develop and implement communications products that enhance education, professional training, capital projects and outreach initiatives which provide information as well as promote learning and responsible stewardship of the water and natural resources in the watershed. Additionally, the Communications and Outreach Coordinator provides functional leadership (though not direct supervision) to staff, interns, and consultants who work in these areas.

MAJOR AREAS OF ACCOUNTABILITY:

The following is to describe the general content of and requirements for the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

- Coordinates strategic planning for District's communications and outreach efforts.
- Manages administrative aspects of the communications program including the work plan, program expenses and budget, contracts and invoices, and consultant services as well as providing evaluation of program effectiveness.

- Coordinates media relations and serves as District’s spokesperson at the direction of the Administrator. Writes articles and columns for local media outlets.
- Develops and updates crisis communications plan.
- Manages public relations including press releases and crisis communications.
- Coordinates and manages print and digital communications including the District’s social media, blog, and website content. Oversees the creation of materials to further the District’s message such as signage, brochures and reports.
- Responsible for branding and standards for print and graphics.
- Use various creative multimedia methods to convey different messages.
- Assists in planning District-sponsored events such as WaterFest and the Watershed Excellence Awards.
- Maintains and cultivates positive working relationships and seeks partnerships with external stakeholders for outreach programs that promote the District’s mission and goals.
- Collaborates with all District staff and program areas to develop and implement outreach and communications strategies and activities. Provides writing and editing support for all District communications.
- Gives presentations to community groups and represents the District at various community events.
- Perform other responsibilities as apparent or assigned.

EDUCATION AND EXPERIENCE

This position prefers but does not require a bachelor’s degree with a minimum of three (3) years professional work experience in communications, journalism, marketing, public relations or similar with demonstrated increasing authorities and responsibilities. An equivalent combination of relevant education/certifications/experience will be considered.

ADDITIONAL SKILLS – REQUIRED

- Able to demonstrate advanced skills in interpersonal communications, public speaking, writing, and editing.
- Able to describe experiences in interacting with and tailoring communications to diverse audiences.
- Able to use multiple platforms to develop and deliver communications.
- Able to demonstrate advanced skills in focus group dynamics, facilitation and team-building; has a track record of developing collaborative partnerships.
- Able to display advanced negotiating and conflict resolution skills.
- Able to demonstrate strong strategic planning and project management skills.

- Able to demonstrate a solid understanding of and practical application in: target audience assessment techniques, program evaluation methodologies, instructional design and delivery, messaging, media and public relations, and continuous improvement methodologies.
- Able to express experience in developing and managing budgets.
- Able to express experience in managing contracts.
- Able to work successfully with both independent and team settings.
- Able to develop and maintain positive, cooperative, working relationships with all District employees/consultants, city and agency staff, and other stakeholders of the District in contributing to a productive results-oriented climate.
- Able to demonstrate proficiency in all computer programs necessary to do the job such as Microsoft Office, website editing software etc.

ADDITIONAL SKILLS - PREFERRED

- Familiar with public process in government, watershed based planning and urban/suburban demographics.

RESPONSIBILITY FOR SUPERVISION

Consultant and intern potential.

RESPONSIBILITY FOR PUBLIC CONTACT

High level of public contact requiring tact, courtesy, and good judgement.

SPECIAL REQUIREMENTS

This position requires a valid driver’s license. This position also requires working occasional weekends and evenings.

No individual shall be discriminated against in the terms and conditions of employment, personnel practices, or access to and participation in programs, services, and activities with regard to race, sex, color, creed, religion, age, national origin, sexual orientation, disability, marital status, familial status, or status with regard to public assistance.