

JOB DESCRIPTION
RILEY PURGATORY BLUFF CREEK WATERSHED DISTRICT

POSITION: **Communications Manager** **CLASSIFICATION: Exempt**

DEPARTMENT: **Administration** **DATE: August 2022**

OBJECTIVE AND SCOPE

Performs complex work serving to increase the RPBCWD’s presence in the communities it serves; developing and leading communication and outreach activities that increase public understanding and foster positive behavior change concerning water resources. This position will be responsible for evaluating existing outreach initiatives, identifying deficiencies in understanding and developing an outreach plan aimed at increasing knowledge of watershed science and public participation in watershed management. This position will function, with Board and Administrator direction, as a spokesperson for the RPBCWD, coordinating media relations, special events, and community presentations. This position will work interdepartmentally and will assist other staff with the messaging of complex, technical ideas and make them accessible to the applicable audience through the development of materials and presentations. This position will provide direction for marketing and electronic media.

RELATIONSHIPS

Reports to: District Administrator

Supervises: Education and Outreach Coordinator, E&O intern(s)

SPECIFIC RESPONSIBILITIES

1. Develops and implements strategic communications and outreach programs that promotes the mission, activities, and positive image of RPBCWD consistent with the watershed management plan, “Planning for the Next Ten Years.”
 - a. Implements the outreach goals identified in the RPBCWD watershed management plan, “Planning for the Next Ten Years.”
 - b. Monitors and evaluates the efficiency and effectiveness of communications service delivery methods and procedures and identifies opportunities for improvement.
 - c. Creates website components as needed. Creates and publishes written, graphic, and video web content.
 - d. Manages web-based communications strategies leveraging analytics to take the district’s use of electronic and social media "to the next level" and increasing the size and breadth of the district audience.

- e. Organizes and facilitates media events, volunteer recognition events, and special events such as district tours and milestone celebrations
 - f. Assists the administrator with appropriate and prompt responses to media inquiries.
 - g. Manages resources in a cost-effective manner and demonstrates an ability to be creative in maximizing available resources.
 - h. Evaluates the existing education and outreach initiatives and programs, such as adopt-a-dock, action grant, mini-grants, MN Water Stewards programs, et al and make recommendations for improvements, modifications, and additions to programming.
2. Communicates and cultivates relationships with RPBCWD stakeholders.
- a. Acts as staff liaison to the Citizens Advisory Committee, providing support in the development of initiatives that further the goals and mission of the district
 - b. Fosters and facilitates partnerships with lake associations, homeowners' associations, the business community, and non-governmental organizations
 - c. Researches, implements, and evaluates strategies and tactics for accessible and equitable engagement and communications, including those traditionally excluded from the government process.
 - d. Assists and collaborates with MS4 entities to develop, disseminate, and evaluate outreach to meet requisite permit Minimum Control Measures.
 - e. Anticipates problems, identifies alternative courses of action, and prepares proactive recommendations to support a culture of improvement.
 - f. Takes responsibility for the content and organization of the district's website, managing online and digital platforms, optimizing these and social media channels to promote RPBCWD and ensure open communications with residents and businesses
 - g. Administers watershed stewardship grant program.
3. Facilitates inter- and intra-departmental collaboration on RPBCWD projects and programs.
- a. Develops, promotes, and guides cohesive district-wide branding among departments to ensure the RPBCWD brand is used consistently and in accordance with district brand guidelines

- b. Leads, supervises, and develops education and outreach staff in a manner that inspires professionalism, strong inter- and intradepartmental communication, team building and alignment with RPBCWD values.
- c. Monitors performance of education and outreach staff and provides feedback through formal and informal performance management in a timely fashion
- d. Assist staff with soliciting community feedback and planning/executing community engagement strategy
- e. Provides exceptional customer service to internal and external customers.

Other duties as apparent or assigned

PHYSICAL REQUIREMENTS

- 1. Perform general labor including occasional lifting of up to 35 pounds. The employee must be able to lift and move cameras, boxes of newsletters, and supplies for events.
- 2. Work may routinely require the employee to sit, stand, and walk for long periods of time.
- 3. Employee may be required to push/pull equipment and/materials as required.
- 4. Other duties as assigned.

REQUIREMENTS

- 1. Bachelor's degree in communications, journalism, environmental education, natural resource management, or similar
- 2. Three to five years of experience in internal and external communications or a related field, with particular emphasis on development of informational materials and maps and writing for the web and social media
- 3. Experience managing various social media platforms in a professional setting
- 4. Experience with website content management systems
- 5. Knowledge of and experience with group facilitation methods
- 6. Proficiency with the Adobe Creative Cloud suite
- 7. Proficiency with Microsoft Office suite
- 8. Valid Driver's License

DESIRED

- 1. Public speaking experience
- 2. Two years management experience
- 3. Local government experience

