

## **WVSA POSITION DESCRIPTION**

### **Community Outreach Coordinator**

The Community Outreach Coordinator is responsible for the administration, leadership, management, and operation of the strategic communications of WVSA. The Coordinator is responsible for enabling effective relationships with partner municipalities, stakeholders government officials, public schools, media representatives, community leaders, employees, and the general public. In the absence of the Executive Director or Stormwater Program Director, this position serves as spokesperson for WVSA.

To perform this job successfully, the individual must be able to perform and satisfactorily meet the essential job responsibilities and functions for this position. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the job responsibility.

#### **Essential Job Responsibilities and Functions:**

- Prepare and implement Annual Communications Plan that sets goals, defines strategies; identifies and develops specific communications products, such as newsletter, web site features, press releases, articles, etc., in alignment with WVSA's Strategic Plan.
- Responsible for development of electronic and print publications in support of brand strategy.
- Responsible for website, Facebook and Twitter look, feel, content and upkeep.
- Responsible for budget development and implementation as it relates to communications.
- Keeps abreast of trends in water and environmental profession.
- Interpret strategy and develops associated action plans that enable WVSA to meet environmental commitments and improve internal operations and practices.
- Relentlessly seeks shares and adopts ideas and best practices in and outside the Authority and embraces changed introduced by others.
- Represents the organization to professional bodies, community organizations and to state and local agencies as requested.
- Research and maintains an awareness of public relations, communications and media relations techniques and strategies to provide advice and assistance to Executive Director as needed.
- Identify media audiences and recommends the best way to communicate publicity information to them; develops and implements approved communication plan.
- Review advertising and promotion programs for compatibility with public relations efforts.
- Develops public education material and facilitates public education events.

- Organize and facilitate public involvement events to educate community of proper stormwater management.
- Develop strategic partnerships with educational institution, environmental groups, etc.
- Works with schools, Girl Scouts, Boy Scouts, and related groups to develop stormwater programming.
- Develop and maintain WVSA's external image and identity, to include the use of logos and signage and WWSA's internal image and identity, to include development of new programs that support the WVSA's Mission, Vision, and Values.
- Coordinate, develop and communicate information to the public regarding major scheduled events and projects aimed at extending external and internal branding opportunities.
- Respond to general requests, inquiries, or complaints for information about WVSA's activities or status.
- Synthesize technical data to draft speeches, talking points and presentations for the Directors or other organizational staff who are presenting or providing an interview at conferences, industry events or other public appearances.
- Collect and archive relevant media stories for historical reference.
- Serves as liaison between the WVSA departments, media, community, and professional groups.
- Prepares video and presentation scripts, special reports, and proposals.
- Advises the Executive Team of potential internal and external communications issues and recommends solutions.
- Enforces and assists in the interpretation of Federal, State, and local laws applicable to specific functions.
- Oversees communications productions which produce informational programming for citizens, employees and businesses.
- Coordinates a response to all FOIA requests from the media, citizens and others seeking the assigned WVSA departments' information.
- Ensures internal coverage of WVSA's department events, including photography support. Provides timely communication to employees.
- Specific knowledge and ability to evaluate conservation strategies for WVSA operations.
- Advocate and model conservation practices within the organization and serve as a catalyst to produce culture change within the community that integrates sustainability and conservation values.
- Research, writes, and applies for funding opportunities to support conservation and sustainability programs.
- Performs other duties as assigned or required.

revision of this position if received from the WVSA Executive Director

## Qualifications

### EDUCATION AND EXPERIENCE:

#### Preferences

*Ability to manage multiple project/tasks, to provide close attention to detail, utilize creativity, adapt to a constantly changing environment, meet frequent deadlines, maintain a high level of decision making, establish own goals, work closely and effectively with WVSA staff and officials, Municipal Steering Committee and the General Public, maintain a high level of record keeping/routine paperwork.*

- B.S Degree in public relations, journalism, communications, marketing, liberal arts, English or related field. M.S. degree in related field preferred.
- Through knowledge of the principles, objectives, techniques and methods of public information management.
- Minimum of seven (7) years experience in public relations, communications and media relations or an equivalent combination of education and experience. Scientific background and knowledge of environmental issues or stormwater industry preferred.
- Knowledge of conservation issues pertaining to organizational goals.
- Ability to establish and maintain effective working relationships; ability to work under pressure and meet firm deadlines; and ability to work independently or in a team environment.
- Ability to present a calm, confident, thoughtful and professional image to the public in stressful situations before reports, cameras and crowds.
- Exercise tact, courtesy, respect and discretion when working with staff, Board and community members at various levels of authority and influence.
- Excellent written and oral communication skills, thorough knowledge and ability to effectively use written and verbal English usage and journalistic style and public speaking ability.
- Knowledge of media requirements regarding content, format, and timing of official releases and ability to write, edit, and design visual material for publication or displays.
- Ability to work with desktop and web publishing software; knowledge of fundamentals of still photography and ability to plan and execute photographic and video graphic coverage.

#### Agreement and Acknowledgement to this Position

Employee acknowledgement/date: \_\_\_\_\_

Signature/Date

Approved \_\_\_\_\_ Dept. Head \_\_\_\_\_ Pres.Dir. \_\_\_\_\_ Date \_\_\_\_\_