

WVSA POSITION DESCRIPTION

Public Relations Coordinator

Salary Range - \$70,000 to \$80,000

Public Relations Coordinator is responsible for the administration, leadership, management, and operation of the strategic communications of the Wyoming Valley Sanitary Authority. 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. This position takes direction from the Chief Executive Officer and Stormwater Division Manager. Though primarily responsible for MS4 Stormwater Division MCMs this person will also be required to provide the same outreach measures and serve as spokesperson for the wastewater side of the Wyoming Valley Sanitary Authority.

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.

Examples of Work Performed

The information listed below is meant to serve as examples of the job duties and responsibilities for positions in this classification. This list is neither inclusive nor exclusive, but indicative of several types of duties performed.

1. Develops, collects, and oversees the creation of digital, printed, and video material. This includes but is not limited to, investing time in the collecting photos/videos of WVSA activities, overseeing the collection of footage, and creating and posting social media content.
2. Produces written materials such as newsletters, factsheets, notices, press releases, columns, letters, and other business communications
3. Monitors, and tracks the WVSA's social media strategy, platforms, software, and content.
4. Ensures brand adherence in WVSA materials.
5. Coordinates with WVSA management to respond to requests for information from media, public officials, public agencies, and the public; research requested information and suggest recommendations appropriate to resolving inquiries.
6. Conducts tours of the WVSA and facilities and assists with presentations at trade shows, classrooms, and before community interest groups, professional associations, and the general public.
7. Learns and comprehends WVSA operations and maintains positive working relationships with its Board of Directors', staff, municipal partners, local interest groups, and the public in and around the WVSA.

Essential Job Responsibilities and Functions:

- Prepare and implement an Annual Communications Plan and budget that sets goals, defines strategies; identifies and develops specific communications products
- Develop, implement and maintain a written Public Education and Outreach System for the WWSA programs
- Develop and maintain a list of target audience groups present within the regional MS4 Stormwater Management Program service area.
- Annually publish a stormwater and wastewater newsletter along with maintaining the organizations website to provide updates and information to the public
- Distribute educational materials to target audiences using at least two methods of delivery.
- Attend public meetings to discuss all aspects of the WWSA
- Develop, implement and maintain a Public Involvement and Participation Program (PIPP) for any ordinance, SOP or plan required by the stormwater permits of the regional participating municipalities.
- Assist in meeting all Municipal MCM requirements
- Responsible for all WWSA website content and upkeep.
- Represents the organization to professional bodies, community organizations and to state and local agencies as requested.
- Develops public education materials and facilitates public education events.
- Develops strategic partnerships with educational institutions, environmental groups, etc.
- Develops and maintains WWSA's external image and identity, to include development of new programs that support the WWSA's Mission Statement, Vision, and Values.
- Coordinates, develops and communicates information to the public regarding major scheduled events and projects.
- Responds to general requests, inquiries, or complaints for information about WWSA's activities or status.
- Synthesizes technical data to draft speeches, talking points and presentations for the Administration or other organizational staff who are presenting or providing an interview at conferences, industry events or other public appearances.
- Collects and archive relevant media stories for historical reference.
- Serves as liaison between the WWSA 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.
- Performs other duties as assigned or required.

Qualifications

EDUCATION AND EXPERIENCE:

Preferences

- Bachelor's Degree in public relations, journalism, communications, marketing, or related field. Master's Degree in related field strongly preferred.
- Thorough knowledge of the principles, objectives, techniques and methods of public information management.
- Minimum of ten (10) 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 /wastewater industry preferred.
- Knowledge of conservation issues and government affairs 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 reporters, 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.
- Ability to work outside normal business hours
- Moderate travel required

The WWSA is an Equal Opportunity Employer and maintains and observes policies that do not discriminate against any person, regardless of your immigration status, on the bases of: race, color, religion, national origin, sex (including pregnancy, childbirth, and related medical conditions, sexual orientation, or gender identity), age (40 and older), disability or genetic information.