



Vadnais Lake Area Water Management Organization (VLAWMO)

POSITION TITLE: Communication and Outreach Coordinator

REPORTS TO: Administrator

STATUS: Full time, Non-exempt (from FLSA)

GRADE LEVEL: 6

SALARY /BENEFITS: \$62,296- \$93,454/year depending on qualifications and experience, plus paid personal time off, PERA retirement contributions, medical insurance. The position will have the opportunity for flexible work, including in-office, remote, and in-field work.

DATE: September 2024

OFFICE LOCATION: Vadnais Heights City Hall, 800 East County Road E, Vadnais Heights, MN 55127

PRIMARY OBJECTIVE: Performs complex professional work serving as VLAWMO’s spokesperson, raising awareness about VLAWMO’s work and the importance of water resource protection, working with all VLAWMO programs to coordinate outreach activities, media relations, organizing special events, presenting to community groups, writing for local publications, collaborating with VLAWMO partners, and related duties. Key audiences this position will work with include: the general public, City/Town staff, County and state agency staff, community organizations, volunteers, elected officials, and the Board of Directors.

(The examples given below are intended as illustrations of various types of work performed and are not necessarily all-inclusive. This position description is subject to change as the needs of the employer and requirements of the position change.)

MAJOR AREAS OF ACCOUNTABILITY (not intended to be in order of priority):

The intent of the following is to describe the general content of and requirements for the performance of this position.

1. Maintains VLAWMO communications and cultivates partnerships with public partners and stakeholder groups. Organizes and coordinates pertinent training and newsletter content to these partners and their community members when appropriate.

2. Leads the management of the Community Blue grant program.
3. Under the direction of the Administrator, represents VLAWMO in formal press and media opportunities. Manages public relations of VLAWMO including press releases and crisis communication response.
4. Implements the communications and outreach programs and goals defined in the VLAWMO Watershed Management Plan. Uses communications and outreach tools to credibly convey data and information and increase knowledge, awareness, and the capacity for decision-making among the constituents of the VLAWMO.
5. Leads ongoing management of VLAWMO's website and social media accounts including Facebook, Twitter, Instagram, YouTube, and Blogs to provide informational content and support all VLAWMO programs.
6. Creates and/or coordinates VLAWMO's print and digital communications including, but not limited to, the VLAWMO's annual report, press releases, website content and design review, display materials, newsletters, program materials, and educational signage.
7. Develops and implements strategic communication programs to promote the mission and activities of the VLAWMO, engage watershed residents, responses to public inquiries, and build strong community relations and a positive public image of VLAWMO.
8. Organizes and leads, in coordination with other VLAWMO staff, the communications and outreach components of the VLAWMO's grant programs and related watershed projects. Collaborates on VLAWMO projects and programs as a member of the staff team by participating in the project review process and attending capital improvement project meetings.
9. Manages volunteer groups including VLAWMO Watershed Action Volunteers, Minnesota Water Stewards, and Adopt-a Drain participants.
10. Facilitates and plans VLAWMO partner and stakeholder group meetings, workshops, and events.
11. Coordinates, implements, and assists municipal partners with the public education, outreach, and public participation Minimum Control Measures (MCMs) as needed.
12. Other duties as assigned, including but not limited to:
 - a. Coordinates development and distribution of Technical Commission and Board meeting packets.
 - b. Takes and completes meeting minutes.
 - c. Provides general technical, clerical, and administrative support as assigned to provide support for all aspects of the VLAWMO operation.
 - d. Assists with planning efforts, particularly stakeholder engagement.
 - e. Assists with grant writing efforts or grant management as needed.
 - f. Maintains relations and partnerships with BlueThumb East Metro Communicators, and Watershed Partners, as well as other relevant memberships.
 - g. Continues active learning and skills development in the field of water resources, interpretation, and communications.
 - h. Performs other tasks as assigned by the Administrator.

MINIMUM QUALIFICATIONS

This position requires a BA/BS degree in communications, public relations or environmental

education or related field and a minimum of three (3) years professional experience in communications, journalism, public relations, and/or outreach coordination. Specific skills are required in oral and written communications, including social media and website management, editing, interviewing, public speaking, writing press releases and news stories, and creating program materials.

Previous experience with local units of government and/or education programming in the context of environmental and water resources education and outreach is preferred.

OVERALL KNOWLEDGE, SKILLS, and ABILITIES

Proficiency with a personal computer (PC) and software packages for word processing, spreadsheet, database management, graphic design, and photo and video editing. Specifically, but not limited to, Microsoft Outlook, Excel, Word, Publisher, PowerPoint; Adobe Creative Cloud InDesign; Photoshop. Ability to effectively use email and Internet applications and other common software applications.

Proficiency in social media account and website management and ability to keep VLAWMO current with latest media trends.

Ability to take direction, work independently with a minimum of supervision, use good time management practices, possess the ability to set priorities, and balance large volumes of diverse work.

Ability to develop and maintain effective working relationships with the VLAWMO partners.

Ability to effectively communicate orally and in written form. Ability to write convincing and well-documented reports on water resource issues, translate scientifically or technically complex information into plain language, and create visually appealing graphs and charts from raw data

Ability to facilitate training sessions/workshops to VLAWMO partners and stakeholder groups.

Good conflict management and ability to work with a diverse group of coworkers, supervisors, and the public in a cooperative manner with an emphasis on facilitation. Responds promptly, and develops positive working relationships with internal and external customers. Selects and uses the most appropriate method of communication with the public or coworkers.

Supervision:

Consultants and volunteers.

Physical Requirements:

Valid driver's license; ability to walk and carry equipment in rough terrain; the ability to lift approximately 50 pounds; work some evenings and weekends

The above is intended to describe the general content of and requirements for the performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements and does not imply a contract.

RESPONSIBILITY FOR PUBLIC CONTACT

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

EMPLOYMENT CLASSIFICATION: Full-time, exempt from the provisions of the Fair Labor Standards Act.

NON-DISCRIMINATION POLICY

The VLAWMO will not discriminate against or harass any employee or applicant for employment because of race, color, gender, religion, national origin, sex, disability, age, marital status, sexual orientation, or status with regard to public assistance.