

POSITION DESCRIPTION

POSITION TITLE:	Communications Associate
REPORTS TO:	Communications and Engagement Program Manager
DATE:	January 2025
HIRING SALARY RANGE:	\$47,600-\$59,000

APPLICATION: Send resume in PDF format by e-mail to office@rwmwd.org or by mail to Ramsey-Washington Metro Watershed District 2665 Noel Drive, Little Canada 55117.

PRIMARY OBJECTIVE:

The Communications Associate supports the Ramsey-Washington Metro Watershed District's (RWMWD) external communications and community engagement efforts. They work with staff, stakeholders, and consultants to develop and implement communications and engagement initiatives that provide information and promote learning and responsible stewardship of the water and natural resources in the watershed. They also maintain the District Geographical Information System (GIS) and provide GIS support to some District staff and programs.

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.

- Collaborates with District staff and program areas under the direction of the Program Manager to implement outreach and communications strategies and activities. Provides writing and editing support for District communications.
- Develops communication materials to support ongoing RWMWD programs and initiatives (articles, newsletters, social media content, short videos, online Story Maps, etc.)
- Delivers equity-centered and accessible communications and program materials to reach those traditionally left out of government processes
- Develops and delivers equitable public engagement activities related to services, projects, and initiatives that increase community understanding of the impact and benefits of the watershed program and encourage public participation. Activities may involve occasional evening and weekend hours during the growing season (April – October).
- Acts as volunteer coordinator for the Outreach and Engagement and the Landscape Ecology Awards programs
- Maintains the District GIS with current county parcel and attribute data.

- Seeks to add information/data to the GIS to make it more functional for the District.
- Trains and assists district staff with the use of the GIS and data.
- Assists with editing and creating website content
- Supports large event planning efforts for WaterFest and the annual recognition dinner
- Maintains and cultivates positive working relationships that promote the District's mission and goals.
- 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 one year of professional work experience in communications, journalism, marketing, public relations, or a similar field. Additionally, any coursework or professional experience with ESRI or similar GIS software is preferred but not required. An equivalent combination of relevant education/certifications/experience will be considered.

ADDITIONAL SKILLS – REQUIRED

- Able to demonstrate moderate to advanced skills in interpersonal communications, public speaking, writing, and editing.
- Able to describe experiences in interacting with diverse audiences.
- Able to demonstrate an understanding of focus group dynamics, facilitation and team-building; has a track record of developing collaborative partnerships.
- Able to display negotiating and conflict-resolution skills.
- Able to work successfully with both independent and team settings.
- Able to develop and maintain positive, cooperative working relationships with District employees/consultants, city and agency staff, and other stakeholders of the District in contributing to a productive, results-oriented climate.

ADDITIONAL SKILLS - PREFERRED

- Familiar with public processes in government, watershed-based planning, and urban/suburban demographics.
- Able to use multiple platforms to develop and deliver communications.
- Training or experience with GIS system maintenance

RESPONSIBILITY FOR SUPERVISION

Consultant and intern potential.

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.