



Capitol Region Watershed District

595 Aldine Street • Saint Paul, MN 55104

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BOARD APPROVED: January 16, 2019

GRADE: 6

JOB CLASSIFICATION: Education & Outreach Specialist II

POSITION TITLE: Communications Associate

REPORTS TO: Communications & Engagement Division Manager

Capitol Region Watershed District (CRWD) embraces and values diversity and seeks to recruit, promote and retain employees that reflect the community we serve. We believe that diversity enriches the workplace and enhances the quality of our service. CRWD encourages anyone who is interested and qualified to apply for open positions.

POSITION OBJECTIVE: Performs various entry level duties related to providing communications support to programs within the organization and building public support and understanding of District activities.

POSITION DESCRIPTION: The Communications Associate assists with designing and implementing communications initiatives that engage stakeholders in the programs and projects of the District. A variety of channels and mediums will be used to articulate District activities. Work is performed under the supervision of the Communications & Engagement Division Manager.

ESSENTIAL FUNCTIONS:

1. Writes articles, news releases, columns, e-newsletter and web pages promoting awareness of the District, its work, and water quality issues. May include coordinating translation services.
2. Creates content, design and layout of District print and digital publications and communications.
3. Manages District website function (webmaster) and helps manage CRWD's website consultants.
4. Manages District's social media accounts (Facebook, Twitter, YouTube, LinkedIn, Instagram), with daily posts on Facebook and Twitter.
5. Takes and organizes photos, responds to photo requests from internal and external colleagues.
6. Assists in developing and implementing CRWD's Communications & Engagement Plan and initiative-specific project plans.
7. Promote a diverse, inclusive, culturally competent, and respectful workplace.

ADDITIONAL FUNCTIONS:

1. Provides copyediting and writing feedback for other District staff.
2. Produces annual reports submitted to the Board of Water and Soil Resources.
3. Helps plan and organize District events, including the Watershed Steward Awards ceremony.
4. Assists with managing multi-media initiatives and consultants.
5. Presents program initiatives to the Board of Managers and Citizen Advisory Committee.

Our mission is to protect, manage and improve the water resources of Capitol Region Watershed District.

(The functions are intended only 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.)

SALARY: Salary range is from \$37,800 - \$56,800 and initial salary depends on qualifications and experience.

MINIMUM QUALIFICATIONS: Bachelor's degree with coursework in communications, journalism, marketing, or a related field and moderate experience in communications, or an equivalent combination of education and experience.

KNOWLEDGE, SKILLS and ABILITIES:

General

1. Performs varied and challenging detail-oriented work.
2. Ability to establish priorities, balance diverse work and implement projects successfully.
3. Ability to take direction from supervisor and colleagues, work successfully with considerable independence (self-motivated) and use good time management skills.
4. Must have a valid Minnesota driver's license and a vehicle available for periodic business use on a mileage reimbursement basis. Proof of insurance for vehicle must be provided to the District.

Communication

1. Proficiency with a personal computer and Microsoft software packages for word processing, spreadsheet, database management and computer-generated graphics. Specifically, but not limited to, Microsoft Outlook, Excel, Word, Access and PowerPoint.
2. Proficiency in social media and website management.
3. Effectively listens, speaks, and interacts tactfully in a work group and the public.
4. Demonstrates verbal and written abilities.
5. Selects and uses the most appropriate method of communication with the public or coworkers.
6. Produces effective and readable technical and non-technical reports, documents, and correspondence.

SUPERVISION RECEIVED: Works under the close supervision of the Communications & Engagement Division Manager as well as project leads or senior technicians.

SUPERVISORY RESPONSIBILITIES: None, unless otherwise assigned.

RESPONSIBILITY FOR PUBLIC CONTACT: Moderate level of public contact. The position requires good judgment and respectful interactions.

EMPLOYMENT CLASSIFICATION: Salaried. Exempt from the provisions of the Fair Labor Standards Act.

CRIMINAL BACKGROUND CHECKS: All employment offers are conditioned upon the applicant passing a criminal background check. Convictions are not an automatic bar of employment. Each case is considered on its individual merits and the type of work sought. However, making false statements or withholding information will cause you to be barred from employment, or removed from employment.

EQUAL OPPORTUNITY EMPLOYER: The Capitol Region Watershed District is proud to be an equal opportunity employer. All applicants will be considered for employment without attention to race, color, creed, religion, age, sex, disability, marital status, political affiliation, genetic information, sexual orientation, gender identity, public assistance, veteran status, national origin or other legally protected status protected under federal, state, or local law.

If you need assistance or an accommodation due to a disability, please contact us at belinda@capitolregionwd.org, 651-644-8888.

PHYSICAL DEMANDS AND JOB DESCRIPTION SUPPLEMENT

WORK ENVIRONMENT

- 1) Normal shift = eight (8) hours for five (5) consecutive days.
- 2) Work location normally in controlled environment.
- 3) Stress level varies from low to very high.

PHYSICAL DEMANDS

Type of Activity	Frequency
Walking/standing:	M
Sitting:	S
Standing in One Place:	M
Climbing:	O
Pulling/Pushing:	M
Crawling/Kneeling/Squatting:	M
Bending/Stooping:	M
Twisting/Turning:	M
Repetitive movement:	M
Lifting waist to shoulder:	M
Lifting knee to waist:	M
Lifting floor to knee:	M

S = Significant M = Moderate O= Occasional