



EMPLOYMENT OPPORTUNITY

POSTING DATE: 3/3/ 2023

CLOSING DATE: 4/3/2023

POSITION: Communications & Outreach Coordinator or Manager (Full-time position)

SALARY RANGE: \$56,000 – \$74,000 depending on experience

WORKPLACE LOCATION: 1124 Regal Row, Austin, TX 78748

TO APPLY: Qualified and interested parties must submit a resume, cover letter describing your interest and qualifications for the position, and contact information for three professional references.

POSITION: Communications & Outreach Coordinator or Manager (full-time with benefits)

HOURS: This position requires a 5-day, 40-hour work week

POSITION DESCRIPTION: The Communications & Outreach Coordinator or Manager, depending on experience, organizes, leads, and manages external communication initiatives and outreach programs on behalf of the District. This includes the development and implementation of a strategic communications plan across various media channels, as well as maintaining community engagement and media relations. In this role, the individual must be able to demonstrate communications expertise in developing content and comprehensive strategies, which include maintaining the District website, various social media channels, and building brand recognition of the District's technical and policy work. This role will also involve managing outreach programs and initiatives geared to various audiences and focus on information related to aquifer science, drought, conservation, rules and policy, community programs, and permittee communication. This position reports to the General Manager.

ESSENTIAL FUNCTIONS: *To perform this job successfully, an individual must be able to perform the essential job functions satisfactorily. Reasonable accommodations may be made to enable individuals with disabilities to perform the primary job functions herein described.*

- Design and disseminate written materials and other content, including a digital newsletter, press releases, social media posts, flyers, and articles, and assist with technical publications.
- Develop, lead, and implement a strategic communications plan and monitor its effectiveness in advancing the programmatic goals by defining performance indicators and evaluating or reporting on the levels of success.
- Monitor communications from the Board of Directors and partner and peer organizations, including monitoring discussions, posts, comments, and messages across all social media platforms.
- Work closely with staff to understand and appropriately address outreach needs in the District's jurisdiction, which may include using the following communication tools: workshops, publications, displays, online media, and signage.
- Oversee messaging and visual documentation of programming and community events (e.g., booth outreach) to increase public citizen knowledge of the District's groundwater management mission across all District channels, including the website.

- With other District staff, engage with well owners, landowners, permittees, the general public, Board members, and interagency teams to collaborate on projects, committees, and stakeholder groups.
- Perform other tasks as assigned.

EDUCATIONAL/EXPERIENCE REQUIREMENTS: A Bachelor's degree in communications, media, education, geography, environmental science, or a closely related field. A Master's degree, while not required, will be considered the equivalent of one-to-two year's experience depending on discipline. Knowledge and understanding of environmental and/or natural resource issues, especially local water-related topics, is a plus. One year or less of experience (at the Coordinator level) leading and coordinating educational programming and/or outreach and communication efforts. Proven success or promise with designing, writing, and executing communications strategies and distributing content. Excellent oral and written communication skills, organization skills, research skills, and public speaking skills. Must be able to think analytically and strategically. Must be highly motivated, energetic, deadline-oriented, and able to handle multiple priorities. Must be a self-starter, capable of initiative, and able to work both independently as well as collaboratively in a team environment. A strong commitment to the mission and values of the District is required.

PREFERRED SKILLSETS: Ability to perform all of the essential job functions. Experience working in a unit of local or state government or nongovernmental organization and leading public information and awareness initiatives. At least 2 year's experience writing, editing, and/or designing of communication pieces or at least 2 years of relevant experience in environmental education, interpretation, or training. Proficiency in WordPress or other website content management software and proficiency in Adobe Illustrator, InDesign, Photoshop, video-editing software, or similar design software are preferred skills.

PHYSICAL REQUIREMENTS: The individual in this position must be able to work outside in all weather conditions and carry heavy equipment or supplies in excess of 40 lbs. The office work location is the District's office in far south Austin, near Manchaca. Candidate must have a valid Texas driver's license.

ABOUT THE BARTON SPRINGS/EDWARDS AQUIFER CONSERVATION DISTRICT

The Barton Springs/Edwards Aquifer Conservation District (District) is a groundwater conservation district with a jurisdictional area, including parts of Travis, Hays, and Caldwell counties. Please visit our [website](#) to learn more about who we are and what we do.

DISCLAIMER: This job description is designed to accurately reflect job duties; however, it may not be all-inclusive, and other job-related duties may be required. Reasonable accommodations will be made as required by local, state, or federal laws if they do not cause an undue hardship on the District.