



## Prairielands Groundwater Conservation District

### Public Relations and Education Director

#### Job Description

**Position:** Public Relations and Education Director, Full-time (Exempt)

**Immediate Supervisor:** General Manager

**Effective Date:** January 23, 2025

**Salary Range:** \$59,946 to \$87,625; Commensurate with experience

**Benefits:** District provided medical, vision, and dental available following 60 days of successful employment. Prairielands GCD participates in the Texas County & District Retirement System (TCDRS), which is a qualified retirement plan under Section 401(a) of the Internal Revenue Code.

**Deadline:** Seeking an immediate hire; Resumes will be accepted until a qualified applicant is selected.

**Job Summary:** Prairielands GCD is seeking an experienced, motivated professional to fill the position of Public Relations and Education Director as an immediate hire. This role oversees the District's communications, education, and outreach programs within Johnson, Ellis, Hill, and Somervell counties in North Texas.

#### Job Duties:

- Plans, develops, and implements short and long-term goals, objectives, and priorities in alignment with District management plan objectives related to education and outreach initiatives.
- Produces and oversees the writing, design, production, and dissemination of annual reports, external newsletters, press releases, brochures, and other informational publications.
- Prepares for and manages special events, tours, meetings, and other promotional activities and makes presentations to various business, civic, and service organizations.
- Develops departmental budget and monitors program expenditures and forecasts future budgetary needs.
- Keeps informed about news and media reports and other issues at the state, regional and local levels regarding groundwater, water use and supply trends, and water conservation issues.
- Manages the District's website and oversees, reviews, and updates materials and public information for the District's website.
- Designs, develops, coordinates, and administers school educational programs pertaining to water conservation, groundwater, and district information.
- Utilizes, maintains, and is responsible for the District's Water Education Trailer.
- Provides reports and updates to the Board of Directors and assists in preparing monthly board meeting materials, including reports, presentations, and minutes.
- Other projects and duties as requested by the General Manager.

- Supervise and coordinate scheduling as needed of part-time Outreach Assistant as may be needed for outreach events.

**Minimum Qualifications:**

- A bachelor's degree in communications, education, environmental science, or closely related field, or the combination of education and work experience.
- Strong communication skills are required, both written and verbal, especially with public speaking and teaching/instruction.
- Above average knowledge of computer programs, including Microsoft Office applications.
- Knowledge of principles, methods, and practices of effective public relations and community outreach programs.
- Knowledge or ability to learn local, regional government, and environmental issues.
- Experience with techniques and methods of preparing news releases, public notices, eblasts, and information materials, including graphics and written copy.
- Ability to communicate effectively both orally and in writing and translate and disseminate technical information understandably to the public.
- Ability to coordinate and work on numerous ongoing projects concurrently, meet deadlines, and adjust to changing priorities.
- Understands the principles and techniques of graphic design, photography, printing, and social media.
- Valid Texas Driver's license with good driving record.
- Must be able to pass a drug screen and background check .
- Must be able to work evenings and weekends on occasion.

**Physical Demands:**

- Sitting at a desk using a desktop computer for extended period of time.
- Bend, lift (up to 50 lbs.) climb, walk in in indoor and outdoor work environment.

**To apply for this position, interested candidates are required to submit a current resume and a completed Prairielands Groundwater Conservation District employment application to:**

**Kathy Turner Jones  
General Manager  
208 Kimberly Drive  
Cleburne, Texas 76031**

**Or, email:  
[kjones@prairielandsgcd.org](mailto:kjones@prairielandsgcd.org)**

**Employment Applications may be downloaded at  
[www.prairielandsgcd.org/about/employment/](http://www.prairielandsgcd.org/about/employment/)**

***Prairielands Groundwater Conservation District is an Equal Opportunity Employer***