

Job Description

Job Title: Communications Manager

Reports To: Executive Director

FLSA Status: Exempt

Date: Rev. 11-2017

Summary

The Communications Manager is a supervisory position for an experienced professional, responsible for strategic communications to strengthen and maintain the CA-NV AWWA brand, reputation, and member loyalty; and for marketing all programs, membership, and events.

Essential Duties and Responsibilities include:

Communications Strategy, Vision and Leadership

- Develop and implement an integrated strategic communications and marketing plan to advance CA-NV AWWA's brand identity; broaden awareness of its programs and priorities; and increase the utilization of its programs across key stakeholder audiences.
- Create public relations strategy to cultivate and enhance meaningful relationships with targeted, high-level external audiences, including the media and key influencers.
- Identify challenges and emerging issues faced by the organization. Work with leadership team and staff to recognize internal and external communications opportunities and solutions, and define and execute appropriate strategies to support them.
- Serve as communications counselor to CA-NV AWWA leadership.

Communications Operations

- Oversee development of all CA-NV AWWA print communications including the annual report, marketing collateral materials and electronic communications including CA-NV AWWA's website and new media; manage relationships with associated vendors.
- Serve as a spokesperson and lead point person on media interactions that help promote and/or impact the organization.
- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations, and other supporting material as needed.
- Actively engage, cultivate and manage press relationships to ensure coverage surrounding CA-NV AWWA programs, special events, public announcements, and other projects.
- Oversee the day-to-day activities of the communications function including budgeting, planning, and staff development

Supervisory Responsibilities

The Communications Manager leads a two-person team, with responsibilities including:

- Manage a communications specialist to support the development and execution of the communications strategy.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.

- Mentor and develop staff using a consistently supportive and collaborative approach.
- Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals, and administer salary adjustments.

Qualifications To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Demonstrated skill and comfort in proactively building relationships with reporters and editors, and in successfully positioning subject matter with the media
- Extensive successful writing and editing experience with a variety of print and online communications media
- Demonstrated experience and leadership in managing a comprehensive strategic communications, media relations, and marketing program to advance an organization's mission and goals
- Creative and thoughtful on how new media technologies can be utilized
- Innovative thinker, with a track record for translating strategic thinking into action plans and output
- Excellent judgment and creative problem solving skills, including negotiation and conflict resolution skills
- Self-reliant, good problem solver, results oriented; energetic, flexible, collaborative, and proactive
- Ability to make decisions in a changing environment and anticipate future needs
- Excellent and persuasive communicator
- Team leader who can positively and productively impact both strategic and tactical finance, and administration initiatives
- Exceptional written, oral, interpersonal, and presentation skills and the ability to effectively interface with senior management, CA-NV AWWA's Board of Directors and staff
- Ability to operate as an effective tactical as well as strategic thinker
- Passion for CA-NV AWWA's mission

Education and/or Experience

- Bachelor's degree in journalism, communications, or related field is required, an advanced degree is preferred
- Minimum 5 years' experience in a management role either in-house or with an agency
- A minimum of four years' experience in planning, writing, editing, and production of newsletters, press releases, annual reports, marketing literature, and other print publications and directories
- Experience in supervising, mentoring and coaching communications specialists

Language Skills

Excellent command of English language with ability to grasp technical terminology. Ability to write in several styles for varied audiences, including speeches, news releases, marketing and editorial copy, articles, reports, and correspondence. Ability to speak effectively before groups.

Mathematical Skills

Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages.

Reasoning Ability

Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

Computer Skills

To perform this job successfully, an individual should have knowledge of Microsoft Outlook Personal computer; Windows, MS Office programs (Word, Excel, Power Point, Outlook), Copier/scanner, fax, postage machine, PC printers and Desktop publishing (desirable) – MS Publisher, InDesign, Photoshop and Adobe Illustrator

Other Skills and Abilities

Strong customer service skills

Detail oriented with ability to organize work flow, processes, and sequences

Ability to work under pressure

Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this Job, the employee is regularly required to stand; use hands to finger, handle, or feel and talk or hear. The employee is frequently required to walk; sit and reach with hands and arms. The employee is occasionally required to climb or balance and stoop, kneel, crouch, or crawl. The employee must frequently lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision and ability to adjust focus. Must be able to sit for up to 3 hours at a time, operating a keyboard and viewing a monitor; Must be able to stand/walk short distances for up to 2 hours at a time, with short rest periods.

Licenses / Certifications

Must have current driver's license and ability to operate an automobile.

Work Environment

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level is relatively quiet and typical of a small office environment, but may be higher for short periods during events.

My signature below indicates that I have read, understand, and acknowledged receipt of this job description. I understand that if I have any question at any time regarding any part of the above-stated responsibilities, I may contact my immediate supervisor. The information contained in this job description may be amended from time to time at the sole discretion of the Section.

Can you perform the functions of this job, with or without reasonable accommodations? *(An accommodation is any modification or adjustment to a job, an employment practice, or the work environment.)* ___ Yes ___ No

If no, please list accommodation required here:

Employee Signature _____ Date _____

Supervisor Signature _____ Date _____