**Communications Specialist**

Are you an outgoing, talented, PR/Marketing professional that can really connect with people in person, online and on paper? Are you looking for that opportunity to show the world what you can do?

*The California - Nevada Section of American Water Works Association (AWWA) is a non-profit association, whose mission is to support the water professionals who provide safe and reliable water. The American Water Works Association is the largest worldwide known nonprofit, scientific, and educational association dedicated to providing solutions to manage the world’s most important resource: water. Since 1920, California - Nevada AWWA members and volunteers have impacted the industry with their commitment and dedication to leading, educating, and serving the drinking water community. The focus of the organization is to ensure public health and to provide safe and sufficient water for all.*

We are looking for an experienced Communications Specialist to join our team!

Reporting to the Communications Manager, the ideal candidate will be responsibilities for the development of key messages, implementation of outreach programs and campaigns, website content, member newsletters and coordination of the Section’s social media engagement programs.

With supervision, this position conducts communication program activities including website and marketing/advertising copy, etc.; develops and maintains relations with key contacts; coordinates publication of print and electronic media; coordinates social media communication; and other duties as assigned.

**Essential Duties and Responsibilities:**

1. **Content development:** Write and produce email broadcasts (Section News, TappedIn, member alerts), monthly newsletters and other content by gathering information on pressing water issues, interviewing subject matter experts, developing relevant content for distribution to members and customers. Create graphics, branding, marketing/advertising and communication materials. Responsible for creating and maintaining conference mobile app. Create copy for marketing materials, advertisements, and other related material and research editorial opportunities. Develop graphics for conferences, including printed programs and marketing plans. Create templates for staff. Write and proofread Standard English for appropriate communication styles: business, journalistic, technical, Web, and social media.
2. **Social media coordination:** Responsible for the Section’s social media efforts across Facebook, Twitter, Instagram, LinkedIn, Vimeo and YouTube to deliver key brand messaging and content and to engage with our members and customers. Monitor and report to management on social media analytics. Assist in coordinating photo and video recording of events. Maintain records of journalists, trade publications, and related media contacts.
3. **Website administration:** Update and maintain the Section’s website. Use web content management systems to update website content and analyze website usage statistics. Solely responsible for creating webpages, conference website and maintaining webpages updated per committee requests. Monitor and report to management on website analytics. Revise & proof-read Source/Resource. Assist with distribution via email/social media. Create ads and member news pages for publications. Post on website.
4. **Outreach support for Section programs:**  Create marketing materials, graphics, online and print advertisements and promotional campaigns for Section programs. Create mailers, flyers, banners, ads, brochures, and templates for staff. Communicate effectively through public speaking to groups ranging in size from a few to dozens. Implement marketing tactics such as e-mail/ broadcasts or direct mail, as directed. Creation of monthly marketing emails, e-newsletter. Write, edit & disseminate via Informz platform.

Supply input for all marketing communications and advertising of Section conferences and events/workshops.

1. Coordinate administrative functions with volunteers, staff and executive committee as needed.
2. Communicate internally with staff in support of branding guidelines and current marketing and communication priorities.

**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.

**Education and/or Experience**

* A combination of education and experience equivalent to a Bachelor's Degree in Communications, Public Relations, Marketing, Digital Marketing or related field and 3 years of experience in marketing, public relations, or communication programs is required.
* Strong graphic design skills using HTML and/or CSS for the creation of custom presentations and web design content. Prefer experience in website updates and knowledge of web design upkeep
* Proficient in Google Docs, MS Office products, specifically Word, PowerPoint and Excel. Knowledge of digital file formats and transfer for audio, image, and video.
* High level of competency in Adobe Creative Suite
* Experience with mass email software, such as Informz
* Knowledge of digital file formats and transfer for audio, image, and video
* Experience working with printers, advertisers and graphic editing programs. Experience with social media business accounts, advertising programs;
* Familiarity with standard communications and marketing concepts and practices and ability to analyze marketing analytic research trends and results is required.
* Excellent writing skills, both creative and business writing.
* Excellent project management and organization skills. Must be a cooperative team player with good organization skills and attention to details; ability to prioritize, work to tight deadlines and remain calm under pressure
* Ability to work independently and as part of a team.

**Other Skills:**

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**Computer Skills**

Proficient in Google Docs, HTML and/or CSS, Windows 10, MS Office programs (Word, Excel, Power Point, Outlook) and Adobe Creative Suite. Publisher, Informz, Rise iMIS, Hoot-Suite, Photo and video editing capabilities.

**Other Skills and Abilities**

* 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
* Strong Customer Service Skills
* Detail Oriented
* Ability to thrive in a fast-paced environment
* Good communication and collaborative team player

**Benefits:**

Medical, dental, vision, employer paid life insurance, 403(b) retirement plan, 10 paid holidays annually , 3 days paid sick leave, PLUS a generous vacation package which includes 2 weeks paid vacation annually for the first 1-3 years of employment.

CA-NV AWWA is an equal opportunity employer. Please forward your resume and cover letter to sburnand@cahrservices.com to apply for this position.