



**Job Title: Communications Specialist**

<b>Salary Range</b>	Tier I: Project Leader Starting Salary: \$40,000-\$45,000
<b>Reports to:</b>	Program Development Manager and Executive Director
<b>Date Reviewed:</b>	2/16/23
<b>Work Location:</b>	Weekly Hybrid Requirements: <ul style="list-style-type: none"> <li>• 3 days in field/office in Melcroft, PA</li> <li>• 2 days from home available</li> </ul>

**Job Description**

**Summary/objective**

The Communications Specialist is a storyteller with attention to detail and the ability to convey scientific information to be understood by the general public. They are organized, self-motivated, and have a keen interest in relaying strategic messages to MWA supporters and the general public.

**Essential functions**

*Reasonable accommodations may be made to enable individuals with disabilities to perform these essential functions.*

<b>Job Function</b>	<b>Description</b>	<b>Weekly Percentage of Time Required (Must add to 100%)</b>
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<p>Mail and Email Communications</p>	<ul style="list-style-type: none"> <li>- Build and send monthly email newsletters</li> <li>- Build and send bi-monthly Yough River Issues email newsletters</li> <li>- Create project and event-specific mailings and emails to targeted audiences</li> <li>- Archive MWA blogs, relevant news articles, and other communications within MWA's project management software (Monday)</li> </ul>	<p>20%</p>
<p>Design</p>	<ul style="list-style-type: none"> <li>- Design and compile quarterly hard-copy newsletters and the annual year-in-review report to be printed and distributed to MWA supporters</li> <li>- Design project/program specific outreach materials</li> <li>- Design graphics for social media posts and organizational ads in local marketing materials</li> <li>- Design flyers and other promotional materials for events, projects, calls to action, etc.</li> <li>- Coordinate with Education and Outreach Coordinator for design and messaging for events</li> </ul>	<p>20%</p>
<p>Website</p>	<ul style="list-style-type: none"> <li>- Update and maintain the organization's Wordpress website</li> <li>- Post events and volunteer opportunities to the MWA website</li> <li>- Maintain blog schedule and assist other staff with uploading their blogs to the MWA website</li> </ul>	<p>10%</p>
<p>Social Media</p>	<ul style="list-style-type: none"> <li>- Manage social media accounts (Facebook, Twitter, LinkedIn, TikTok and Instagram) to plan posts, create events, and answer messages</li> <li>- Create monthly social media schedule of posts</li> </ul>	<p>20%</p>

Coordination	<ul style="list-style-type: none"> <li>- Attend all MWA team meetings to stay up to date on current campaigns and projects</li> <li>- Attend MWA events, public meetings, etc in order to capture digital media (photos, video, etc) for publications</li> </ul>	10%
Public Relations	<ul style="list-style-type: none"> <li>- Publicize MWA events, relevant news, and announcements</li> <li>- Interview impacted community members in order to amplify their stories</li> <li>- Write press releases and submit to local news outlets</li> <li>- Build relationships with local and regional reporters to better promote MWA's work</li> <li>- Write blogs, letters to the editor, etc to help spread awareness about current campaigns and projects</li> </ul>	20%

### Top 3 Competencies

- Self-motivated worker
- Persuasive written communicator
- Compelling storyteller and designer

### Supervisory responsibilities

- This role does not supervise other groups nor staff members.

### Work environment

- Indoor 90%
- Outdoor 10% - Opportunities to join MWA staff in the field, interview MWA supporters or impacted residents, or highlight locations within the greater Yough watershed

### Physical demands

- Prolonged periods sitting at a desk and working on a computer.

### Travel required

- Travel to and from the office is required and non-compensable.
- Occasional reimbursable travel to locations within the watershed may be necessary

### **Required education and experience**

- Experience in web design: Ability to independently make changes in the back-end of WordPress.
- Versed in social media platforms: Ability to independently make posts to the following social media platforms: Facebook, Instagram, TikTok, Twitter
- Experience in copywriting and editing

### **Preferred education, certification and experience**

- Bachelor's Degree in Communications (or related field) and/or work experience that is equivalent
- Experience in public relations or communications
- Familiar with Canva, Adobe InDesign, or related graphic design software
- Excellent communication (oral and written) skills

### **Work authorization/security clearance requirements**

- Must have a valid driver's license

### **Equal Employment Opportunity Statement**

We maintain a strong policy of equal employment opportunity. We seek to achieve equal opportunity for all staff members as articulated by federal, state, and local laws.

Mountain Watershed Association actively seeks to recruit individuals without regard to race, creed, color, religion, gender, national origin, ancestry, age, or physical or mental non-job related handicap or disability. Our equal employment opportunity philosophy applies to all aspects of employment.

### **Other duties**

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

