

## Job Description

**Position Title:** Communications Coordinator  
**Accountable To:** Outreach Manager  
**FLSA Status:** Non-Exempt

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### Primary Objective of the Position:

Performs intermediate skilled technical work to create impactful narratives and data-driven, visually compelling stories, manage MCWD's website and digital communications, and ensure consistent brand management across communications channels to enhance MCWD's relationships and position across audiences. This work contributes to the implementation of the District's outreach strategy to support the planning and delivery of capital projects and the integration of land use and water policy, plans, and investments. Work is performed under the general direction of the Outreach Manager.

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### Qualification Requirements:

*To perform this job successfully, an individual must be able to perform each essential function 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.*

### Essential Job Functions:

#### Narrative Development and Data-Driven Storytelling

Create powerful narratives and original visual content to deploy across a range of communications channels to increase stakeholder support of key initiatives and MCWD's approach, including identifying and developing key messages, photo/video/graphic assets, and relevant data points.

Lead work across programs (Research & Monitoring, GIS, Permitting, Planning, Policy) to interpret data through original stories and design visuals that make dispersed, complex data more accessible, understandable, and usable.

Lead development of various MCWD publications and communications outputs (plans, reports, web stories, infographics, presentations), including outlining, copywriting, copyediting, and design.

Maintain the District's brand identity and voice by ensuring conformance to the MCWD Brand Manual by MCWD staff and external contractors. Assist in "refreshing" the MCWD Brand as needed to ensure it best supports holistic, coordinated communications and engagement.

Develop effective and efficient communications project workflows and management systems across programs, including maintaining an organized archive of all related digital files and physical assets.

Actively monitor best practices in communications and information design and build internal capacity.

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Monitor and analyze media and social media relevant to the District's geography and key initiatives.

### Website Management

Manage and analyze the District's website, coordinating with staff to keep content current, maintain brand identity, improve user experience, and ensure accessibility.

Create and publish written, video, and graphic web content via MCWD's content management system. Format design files for web publishing and other digital use. Create website components as needed.

Operate the board room video system, upload online meeting recordings to website, and provide input on District's IT initiatives.

Ensure efficient and secure website operation, including oversight of hosting vendor, managing user/permissions, DNS and SSL certificates, and back-up.

### Program Planning, Strategy, and Implementation

Assist in managing, evaluating, and updating the District's Outreach strategy, workflow, and the design and implementation of engagement and communications plans to support key initiatives.

Research, implement, and evaluate strategies and tactics for accessible and equitable engagement and communications, including those traditionally left out of government processes.

Keep numerous projects on track and on schedule, meeting tight time constraints. Offer creative and timely solutions when unexpected project changes arise.

Manage administrative aspects of the Outreach Program, including consultant procurement, contract management, invoice processing, and financial tracking.

Performs additional duties, as needed.

### **Education and Experience:**

Bachelor's degree with coursework in design, communications, journalism, geography, environmental studies or related field, and 3-5 years of experience in communications, website management/design, content strategy, journalism, sustainability, data visualization, or related discipline (or equivalent combination of education and experience). Demonstrated record of turning complex information into compelling stories and leading collaborative creative processes from concept to completion.

### **Knowledge, Skills and Abilities:**

- **Advanced knowledge** of communications strategy, project management and collaboration
- **General knowledge** of design/desktop publishing programs (Adobe Creative Cloud Suite, Canva), website management best practices (responsive design, SEO, accessibility, analytics), social media, content management systems, web development (HTML, CSS, JavaScript), editorial process (story identification, review), science/climate/policy communications, photo/video

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- **Strong and engaging written, visual, and verbal communications skills** and the ability to flex style to multiple cultural environments (ability to speak a second language a plus);
- **Ability** to demonstrate commitment to environmental protection and water resource management; assist colleagues as needed to ensure efficient workflow; develop and maintain a working knowledge of the District’s operations and policies, and State rules and regulations; maintain a flexible attitude toward job responsibilities and procedural changes; manage multiple projects with different deadlines and prioritize workload based on feedback from the supervisor; operate a computer and standard office equipment including related hardware and software; be flexible with work, collaborative, and self-directed; think and plan strategically; demonstrate sound judgment and a high level of integrity and responsibility; show commitment to values of mutual respect, teamwork, diversity and support for the individual; work some weekends and evenings; develop effective working relationships with all District consultants, local and agency staff, and associates; provide superior customer service and interaction in a friendly, professional manner; listen, keep an open mind, and respect the opinion of others.

**Physical Requirements:**

This work requires the regular exertion of up to 10 pounds of force and frequent exertion of up to 50 pounds of force; work regularly requires speaking or hearing and lifting, frequently requires standing, walking, sitting, reaching with hands and arms and repetitive motions and occasionally requires using hands to finger, handle or feel, climbing or balancing, stooping, kneeling, crouching or crawling and pushing or pulling; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; work requires preparing and analyzing written or computer data, operating machines, operating motor vehicles or equipment and observing general surroundings and activities; work occasionally requires exposure to outdoor weather conditions; work is generally in a moderately noisy location (e.g. business office, light traffic).

**Special Requirements:**

Valid driver's license.

**Acknowledgement:**

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Employee

\_\_\_\_\_  
Date

\_\_\_\_\_  
Supervisor

\_\_\_\_\_  
Date

*The above is intended to describe the general content of and requirements for performance of this job. It is not to be construed as an exhaustive statement of duties, responsibilities, or requirements.*