



Come Work with Minnehaha Creek Watershed District!

Title: Communications Coordinator

Salary Range: \$59,707.04 - \$83,589.85

Starting Salary Range: \$59,707.04 - \$71,648.44

Application review begins June 27, 2022. Learn more and apply at minnehahacreek.org/employment

Get to Know Us – Our Why:

MCWD believes that water is a central organizing element in the development of sustainable cities. We know that our lakes, streams, and wetlands have the power to underpin community identity, and grow social, environmental, and economic value. This is why we are dedicated to building a landscape of vibrant communities where nature and the built environment exist in balance and create value and enjoyment. We are pursuing a vision of [A Balanced Urban Ecology](#) through public-private partnerships that protect and improve water, while creating a sense of place within the watershed.

How We Work Together – Our Culture:

MCWD is a leader in watershed management—it's a place to explore your potential and to push boundaries. We know that our success is driven by talented people who want to grow, think, and create. Our culture thrives on ideas, imagination, initiative, and the power that diverse perspectives bring to our collective mission. At MCWD, we enjoy the challenge of deep, meaningful work and appreciate the power we have as a team to achieve excellence in a constantly evolving environment. Our team is growing, to reach 27 in coming months. MCWD is committed to building a diverse staff and strongly encourages applications from candidates of color.

Who You Will Work With – The Team:

The Outreach Program's success requires a dynamic, nimble team of driven, creative, critical thinkers. The team will use its expertise in engagement, information design, and communications to (1) draw deep insights that inform planning and decision making and (2) develop exceptional written, verbal, and visual storytelling. As Communications Coordinator, you will create impactful narratives and data-driven, visually compelling stories and manage MCWD's website. You will report to the Outreach Manager and collaborate to implement MCWD's [strategic outreach direction](#). This role will take on immediate responsibility and project leadership upon hire.

What You Will Be Doing – The Job:

Create Powerful Narratives and Develop Data-Driven Stories

- Create original written and visual content for all communications channels to increase stakeholder understanding and support of key initiatives and MCWD's approach.
- Lead work across programs to interpret data and develop data-driven stories and visuals to make complex data usable, engaging, and accessible.
- Maintain the District's brand identity by ensuring conformance to the MCWD Brand Manual.
- Develop effective and efficient communications workflows and asset management systems.
- Actively monitor best practices and trends in communications and information design.
- Monitor and analyze media and social media relevant to the District's geography and key initiatives.

We collaborate with public and private partners to protect and improve land and water for current and future generations.

Manage MCWD's ([soon to be updated](#)) Website

- Manage and analyze the District's website, improving user experience and ensuring accessibility.
- Create and publish written, video, and graphic content via content management system.
- Ensure efficient and secure website operation.

Contribute to Outreach Program's 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/communications, including those traditionally left out of government processes.
- Manage administrative aspects of the Outreach Program.

What You Will Bring to MCWD:

- A passion for advancing [MCWD's Balanced Urban Ecology vision](#) of watershed management
- Demonstrated record of turning complex information into compelling stories and leading collaborative creative processes from concept to completion.
- Bachelor's degree with coursework in design, communications, journalism, geography, environmental studies, or related field (or equivalent combination of education and experience)
- 3-5 years of experience in communications, website management/design, content strategy, journalism, sustainability, data visualization, or related discipline
- Strong and engaging verbal, visual, and written communication skills, including ability to flex communication style to multiple cultural environments (ability to speak a second language a plus)
- General knowledge of design/desktop publishing programs, website management, content management systems, editorial process, photo/video, social media, science/climate/policy communications
- An ability to spot relevant patterns and issues, and forge new alternative ways forward
- The capacity to track, digest, and manage detail while maintaining a strategic perspective
- A drive to stretch, learn, and grow in a high performing environment
- Flexible thinking, adaptability, and a desire to actively manage change
- A propensity for interpersonal communications, and the ability to build consensus
- A drive to build lasting relationships across a diverse set of stakeholders

What We Can Offer You:

MCWD believes that taking care of its people is the right thing to do. We strive to provide an environment that supports great work, balanced with a great life, by offering:

- The opportunity to influence the strategy of a mission-driven leader in watershed management
- A commitment to maintaining competitive total compensation as a means to recruit and retain top talent to support our mission
- Employer-paid health and dental coverage
- A collaborative and supportive culture
- Flexible hybrid work environment
- Generous number of vacation and sick days each year
- 11 paid holidays per year
- Opportunities for growth and professional development, including tuition reimbursement professional credentialing, and continuing education through conferences and seminars

We collaborate with public and private partners to protect and improve land and water for current and future generations.