

## Job Description

**Position Title:** Outreach Manager  
**Accountable To:** District Administrator  
**FLSA Status:** Exempt

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### **Primary Objective of the Position:**

Performs complex professional work developing and implementing outreach plans that support the strategic objectives of the organization – delivering high impact capital improvements and shaping land use and water policy. Serves as the District’s spokesperson and media contact.

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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:**

#### Strategy Development:

Lead and oversee the development, implementation, evaluation and improvement of MCWD’s overarching outreach strategy.

Work with organizational leadership to maintain situational awareness of threats and opportunities facing the District, understand their relative importance, and develop strategic responses.

Develop and maintain the District’s customer relationship management system, deriving insights from data analysis to inform and improve MCWD’s outreach strategy.

#### Support MCWD Key Initiatives:

Work with the District Administrator, Leadership Team and program staff to identify and prioritize organizational key initiatives, and lead the planning, and implementation of custom tailored outreach campaigns that support their success.

Prepare, coach, and debrief staff and Board on high-impact interpersonal outreach initiatives. Work may include audience research and insight development, preparing outlines, talking points and key messaging; developing visual aids, infographics and presentations; and rehearsing and systematically debriefing to continuously improve the effectiveness and impact of MCWD’s person-to-person communications.

Lead and coordinate the cultivation of visually-compelling, data-driven insights to support campaigns and interpersonal communication for key District initiatives, working with research and monitoring, geographic information systems, planning and graphic design staff.

#### Content Creation and Engagement:

Lead and oversee content creation to support the District’s outreach efforts, including copywriting, graphic design, video production, and interpretative signage.

Oversee the design, development, evaluation, and management of the District’s website and social media, in alignment with the District’s outreach strategy.

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Oversee the development and implementation of community engagement strategies, and volunteer management, within the context of custom outreach campaigns that support key District initiatives.

Prioritize and lead opportunities to obtain media coverage and respond to media interest in the District and its projects/programs, identify and coach the appropriate spokesperson for each opportunity, and prepare support materials including talking points, speeches, presentations, etc.

### **Leadership and Management:**

Provide leadership, management, and professional development of outreach personnel (website/graphic design and engagement), fostering a high performance team environment that achieves the department's strategic objectives.

Prepare and present recommendations, requests for Board action (RBAs) and resolutions to the Board of Managers for planning activities, District policies,

Develop and manage project and program work plans (including goals, budget, schedule). Includes development of scope of work, request for proposals, and the review, approval, tracking, and coding of invoices.

Performs additional duties, as needed.

### **Education and Experience:**

Bachelor's degree with coursework in journalism, communications, marketing, or related field and a minimum of five years of experience in communications, preferably in the context of natural resources, or equivalent combination of education and experience.

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

- Driven, strategic thinker with a growth mindset that values the power of organizational collaboration;
- Thorough knowledge of public relations, strategic communications, marketing and campaign development;
- Commitment to develop a rich and nuanced understanding of the District's mission, strategy, and workflow;
- Capable of conducting research, deriving insights and developing strategic vision;
- Able to inspire, lead and manage staff to execute departmental objectives in a high performance environment;
- Flexible and adaptable to changing situational circumstances and evolving priorities;
- Able to effectively leverage a highly collaborative environment to maximize quality of work product;
- Execution oriented with regards to tactical job responsibilities, timelines, and procedures; and
- Effective public speaker

### **Physical Requirements:**

This work regularly requires sitting and using hands to finger, handle or feel, frequently requires speaking or hearing and repetitive motions and occasionally requires standing, walking, stooping, kneeling, crouching or crawling, reaching with hands and arms, pushing or pulling and lifting; work has standard vision requirements; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is

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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 quiet location (e.g. library, private offices).

**Special Requirements:**

Valid driver's license.

**Acknowledgement:**

\_\_\_\_\_  
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.*