

## Job Description

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

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### Primary Objective of the Position:

Performs intermediate technical work planning, implementing, and evaluating engagement and communications activities to achieve the District's mission and enhance the District's relationships with key stakeholders, including cultivating strong community partnerships, crafting compelling, data-driven stories, managing brand identity across channels, and facilitating opportunities for meaningful stakeholder engagement. This work contributes to the implementation of the District's outreach strategy, which supports the planning and delivery of capital projects and promotes 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:

#### Engagement and Facilitation

Lead development of engagement plans and strategies for MCWD's initiatives, enhancing understanding and support among target audiences. Assist in refinement of the District's stakeholder relationship management systems.

Organize and represent MCWD in public events and meetings through facilitation planning, event coordination, and material preparation.

Support the management and operations of the District's Citizens Advisory Committee (CAC), including preparing agenda packets, creating facilitation plans, and coordinating recruitment and appointment of members.

Develop and manage relationships with public agencies, non-profit organizations, and other stakeholders, including volunteer management, site interpretation, and facilitating informative tours or programming.

Respond to inquiries from the public and support resident access to meaningful information.

#### Data-Driven Storytelling and Content Creation

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Ideate, develop, and direct stories and creative assets to deploy across communications channels to increase stakeholder understanding and support of the District's work, including identifying key messages, photo/video/graphic needs, and relevant data points.

Lead work across programs to interpret data into original stories and visuals that make dispersed, complex data more accessible, understandable, and usable.

Lead development of various MCWD publications (plans, reports, web stories), 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 and assist in "refreshing" the MCWD Brand as needed.

Manage and evaluate the District's website and digital assets for opportunities to improve content, maintain brand identity, enhance user experience, and ensure accessibility.

Develop effective and efficient communications project workflows and management systems.

#### Strategic Media Relations

Monitor news, social, and other media relevant to the District's mission and initiatives to maintain situational awareness.

Lead the development and implementation of a social media strategy and posting schedule that fosters support and understanding of the District's mission and key initiatives.

Cultivate relationships with key journalists and news outlets to facilitate proactive media engagement and meaningful storytelling.

Manage media relations by crafting effective news releases, managing story development, coordinating media trainings, interviews, and key messages with core subject matter experts across programs.

#### Program Planning, Strategy, and Implementation

Support internal communications and engagement efforts, including organizing staff trainings, copyediting, and facilitating meetings.

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

Research, implement, and evaluate strategies and best practices for accessible and equitable engagement and communications to improve tactics, grow team capacity, and better reach communities throughout the watershed.

Manage numerous outreach projects and campaigns simultaneously, including coordinating across programs, delivering work on schedule, and offering creative solutions to unexpected challenges.

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Support 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 sociology, political science, environmental studies, multicultural/ethnic studies, communications, design, journalism, planning, or related field and 3-5 years of experience in community engagement, communications, public relations, environmental justice, or related discipline (or equivalent combination of education and experience). Demonstrated record of partnership development and successful management of engagement and communications campaigns with the public, organizations, and diverse community groups.

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

- **Advanced knowledge** of the techniques used to build interpersonal relationships and partnerships, as well as strategic communications best practices, including those relevant to professional writing and plain language.
- **Intermediate knowledge** of best practices and principles for meeting facilitation, consensus building, and community engagement, including equitable and inclusive approaches to engage diverse audiences.
- **Intermediate knowledge** of modern communications applications, tools, and best practices, including relationship management programs, content management platforms (Wordpress preferred), desktop publishing software (Adobe Creative Cloud, Canva), and social media platforms.
- **Strong written and verbal communications skills** and the ability to flex communication 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 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 individualization; work some weekends and evenings; develop effective working relationships with all District consultants, local and agency staff, and associates; provide superior customer service 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,

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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:**

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