



ANACOSTIA WATERSHED SOCIETY

JOB ANNOUNCEMENT: Communications Manager

Last updated: October 14, 2009

Reports to: Executive Director

Supervises: N/A

Status: Full-time, Exempt

Overall description:

The Anacostia Watershed Society (AWS) is a small, non-profit environmental organization located in Bladensburg, Maryland in the Washington, DC metro area. We are looking for a Communications Manager to support our education, restoration, advocacy and recreation programs. The Communications program is the front line in much of the organization's interactions with the external world, including the media, members, and general public. The Communications Manager ensures professionalism and consistency in all communication products, maintains the AWS brand across the organization, and supports others in developing outreach materials. The Communications Manager is on the front line of public relations, including developing strategies and plans in partnership with the organizational leadership, establishing and maintaining contacts, and developing and distributing print, web, and audio/visual materials. The incumbent is responsible for ensuring that communications and outreach programs are implemented effectively and efficiently and that all necessary resources are in place.

Specific Tasks and duties:

1. Implements public relations strategies and activities, including outreach and building consistent relationships
 - Works with other staff to define public relations goals, identify audiences, and develop strategies
 - Establishes and maintains face to face relationships with the media and others
 - Drafts opinion and editorial pieces, press releases, and pitches stories to the media
 - Manages the brand and image of AWS with a variety of audience groups and information gatekeepers
 - Creates and distributes materials for specific audience groups
 - Evaluates effectiveness of materials and messages
 - Speaks publically on the mission and work of AWS and other issues
 - Production of website content, newsletters, wide distribution e-mails, direct mail, and other communication tools
 - Promotes advocacy messages and messengers ("Anacostia Advocates", training packets, etc.)

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2. Maintains consistency and regularity of organizational communications, providing content where feasible
 - Reviews and edits programmatic newsletters written by other staff to ensure consistency and professionalism
 - Ensures consistency of layout and graphic design
 - Helps and trains others to speak consistently about the organization

3. Manages events and exhibits
 - Provides oversight of event/exhibit staff and materials from AWS to ensure that brochures, flyers and other materials are on site and displayed in a manner that is representative of organization
 - Staffs the event/exhibit as necessary

4. Helps prepare proposals and develop fundraising opportunities

5. Coordinates/ schedules speaking engagements, and undertakes publicity for the volunteer “Speakers Bureau”

6. Participates in organization-wide efforts, including eight annual community events, strategic planning, and other tasks as requested (will include working weekends)

CORE COMPETENCIES: *(Includes the critical areas of expertise and abilities that are required to effectively perform the tasks outlined above)*

- Superior public speaking and writing skills in all genres, including creative, persuasive, and others as required by the objective and audience and that further the mission of the organization

- Familiarity with the most recent developments in the field, including new outreach strategies, technological advancements (including website proficiency) and a comprehensive network of relevant contacts

- Ability to develop communication goals and plans, including identifying audiences, the best means of reaching them, and appropriate messages, and to collaboratively evaluate effectiveness and adapt design and implementation

- Effective in creating teams, partnerships and relationships based on an understanding of and empathy with others that move the work forward and engages others in a manner that allows the parties to collaborate and produce shared work products

- Ability to inspire and support others in doing their best work, including listening to others, providing helpful feedback, understanding their needs and priorities, and being proactive in communicating the information upon which they depend

- Thinking and acting strategically from a whole system perspective, and maintaining an appropriate balance of immediate need and longer-range focus to ensure the communications program thrives in the near and long-term

- Accountability; innovation, flexibility, and resourcefulness in doing whatever it takes to get the job done well
- A strong and active interest in learning and personal growth, including actively and reflectively pursuing growing self awareness and receiving feedback from colleagues
- Not required, but a plus would be to help plan and maintain technology systems associated with internal/external communications, including software, networking hardware, etc.

COMPENSATION

Competitive non-profit level salary, commensurate with the candidate's level of relevant professional experience. Benefits include insurances, retirement plan, and paid leave. This full-time position is available immediately.

TO APPLY

Send cover letter, resume, salary requirements, and a writing sample to:

James F. Connolly, Executive Director
c/o Bryant Stukes, Office Manager
Anacostia Watershed Society
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4302 Baltimore Avenue
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Website: www.anacostiaws.org

The Anacostia Watershed Society is an Equal Opportunity Employer.