Online Postings

COMMUNICATIONS MANAGER

Closes: August 25, 2013

Who we are:

**Mission:** Protect and restore the Anacostia River and its watershed communities by cleaning the water, recovering the shores, and honoring the heritage so that the Anacostia is swimmable and fishable by 2025.

**Background:** Founded in 1989, AWS was the first organization dedicated to the restoration and protection of the Anacostia River. The river arises in Bladensburg, MD from tributaries in Montgomery and Prince George's Counties and runs 9 miles to join the Potomac River at Haines Point, DC. Bladensburg was a major port in Colonial times and was the site of a major battle in the War of 1812.

**Causes of Pollution:** Toxics, bacteria, trash, and stormwater run-off.

**AWS Program Areas:**
Engaging local residents in river restoration, stewardship, and recreational opportunities through staff-led projects.
Creating and implementing environmental education programs for students.
Advocating for governmental laws and funding to protect and restore the river.

**POSITION OVERVIEW**
The Communications Manager [CM] 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 CM is responsible for ensuring that communications and outreach are implemented effectively and efficiently and that all related resources are in place. She/he is expected to participate in organization-wide efforts, including eight annual community events, strategic planning, and other tasks as requested. Position involves working some evenings and weekends.

The Anacostia Watershed Society [AWS] is seeking a full time Communications Manager [CM]. The CM’s role is to manage overall ‘branding’ of AWS, working
with staff to write and deliver communication materials, development of media relationships, and strategic and annual planning. This position will support the daily communications with and across all customer segments and within the organization. S/he will coordinate with all AWS programs focusing on outreach, marketing, engagement, and management of all AWS communications. S/he will be responsible for the full cycle of communications content development, ensure optimal communications products including graphical design, content, HTML development, response testing, delivery, and analytics in concert with all AWS program staff.

Responsibilities include:

• Develop and manage AWS communications, brand, goals and marketing strategies that:
  o Raise awareness,
  o Advocate for river issues,
  o Assure effective communications for all AWS programs, and
  o Increase support base.

• Provide outreach to targeted communities to secure public support for campaigns.
• Manage Annual Earth Day Clean Up Event
• Manage State of the River Report
• Manage communications projects for fundraising/marketing, and programs.
• Manage AWS communications products, including Website, newsletter, brochures, email blasts, social media, press releases, etc.
• Work with program staff to develop and maintain AWS messaging on issues.
• Develop and maintain external relationships with media, e.g. radio, television, bloggers, and other media contacts.
• Assist with grant writing critical to raise funds and support fundraising for AWS programs and communications opportunities.
• Coordinate and manage outreach and community engagement activities, and advise and guide the staff as appropriate.
• Maintain and develop press lists, editorial calendars, media clip reports, and organize photo opportunities, as appropriate.
• Assist AWS program staff with the creation of presentations, preparing communications materials and providing onsite support for events.
• Maintain archives of communications materials including photographs, video, and press releases.

Education: Bachelor’s degree or higher in Communications-related field, e.g. technical writing, public relations, journalism.

Experience (Please provide examples):

• Minimum 3 years of professional experience in communications and/or public and media relations.
• Experience using a content management system preferred [Adobe InDesign, desktop publishing and Adobe Suite for production of print materials, etc].
• Experience with social media creation, development, and maintenance-- including managing social media networks such as Facebook, twitter, organizational blogs, etc. as well as experience drafting a social media policy document [Samples of related work will be requested.]
• Experience designing, developing, and implementing winning communication and advocacy campaigns [preferably for environmental issues].
• Experience in public relations and brand management.
• Marketing background or experience preferred.
• Experience with email marketing software strongly preferred.

Knowledge, Skills, and Abilities:
• Ability to work in a team environment, meeting schedules and budgets to manage the online presence of the organization, including updating the website and overseeing robust social media interactions.
• Ability to learn quickly, juggle projects simultaneously and meet deadlines.
• Knowledge of pre-press and on-press quality control and the ability to manage production of brochures, direct mail, signage, art buying.
• Sufficient knowledge of software programs to manage vendor relationships, contractor staff, and budgets.
• Prioritize AWS Communications needs and expenses.
• Knowledge of and skill with Adobe InDesign, Drupal or similar content management system, Constant Contact, Photoshop, and Microsoft Office
• Ability to develop communication goals and plans, including identifying audiences, the best means of reaching them with appropriate messages, and to collaboratively evaluate effectiveness, adapt design, and implementation.
• Must have 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.
• Excellent command of written and spoken English.  [Equal command of written and spoken Spanish is a plus.]
• Must know the full cycle of production.

Compensation and benefits: Full-time, Exempt.  AWS offers competitive benefits including health insurance support, retirement, Paid Time Off, and a team environment.

Salary: Commensurate with experience and qualifications.

To apply, please send your resume plus cover letter containing salary requirements and samples of written material to:

Jim Foster c/o info@anacostiaws.org

The Anacostia Watershed Society is an Equal Opportunity Employer

For information about the AWS and its programs, see www.anacostiaws.org/