
CAREER OPPORTUNITY



MARIN MUNICIPAL
WATER DISTRICT

COMMUNICATIONS SPECIALIST

SALARY RANGE: \$7,546 - \$9,049 PER MONTH

This is an excellent opportunity for an innovative communications and marketing professional to be part of creating new programs at a high-profile organization with the dual mission of providing high-quality drinking water and protecting one of the North Bay's most pristine watersheds.

SUMMARY: Under the direction of the Communications and Public Affairs Manager, the Communications Specialist develops and implements comprehensive communications and public outreach programs; creates content for the District's website, social media, and digital programs; assists

with the planning and production of marketing collateral; and develops branding, community outreach events and presentations to promote understanding and awareness of the District's mission, vision and goals. The Communications Specialist is part of a high-performing team that informs, educates and engages a wide range of stakeholders, including the general public, community leaders, customers, and internal staff.

THE DISTRICT: The District is a medium-sized, municipal, water agency with a Board of Directors/General Manager form of government,

240 full-time employees and a \$105,000,000 combined annual operating and capital budget for FY 2020. Annually, the District delivers water to 190,000 residents and businesses in the central and southern portions of Marin County and has stewardship responsibilities for 21,000 acres of pristine watershed lands on Mt. Tam.





THE JOB: The Communications Specialist is a journey-level job class responsible for planning and implementing the District's internal and external communications programs, community outreach, marketing, and public information programs. This position is assigned complex, confidential and time-sensitive projects and must be able to exercise sound judgment and function efficiently under pressure and tight deadlines.

Typical duties may include, but are not limited to the following:

- Develops, produces and maintains effective collateral, including factsheets, brochures, newsletters, bill inserts, annual reports, advertising content, and materials related to special projects and initiatives;
- Designs and maintains effective content for the District's website, digital e-newsletter, and social media accounts to increase awareness and build affinity to grow the District's audience and reach across platforms;
- Assists in developing and implementing effective and innovative community outreach programs to increase awareness of the District's initiatives, programs, projects, and services;
- Writes effective press releases, public service announcements, and media advisories as needed;
- Researches, interprets, and synthesizes complex information from various departments, including conservation and operational initiatives, to create clear, accurate and engaging messaging for various platforms;
- Produces relevant photos and videos for news media or District use as needed;
- Communicates in a professional manner with staff, customers, the general public, private businesses, community groups and local, state and federal agencies as needed;
- Plans, schedules, makes arrangements for, and participates in District-sponsored tours, conferences, and other events as assigned;
- Organizes, coordinates, and promotes public hearings, meetings, and other community/public-oriented presentations and events as needed;
- Coordinates and executes the production of a variety of publications, presentations, videos, exhibits and similar materials for district events, including typography, illustrations, layouts, formats, and other printing and graphics requirements;
- Responds to questions from the public in person, by telephone, in writing or via email and social media as needed;
- Assists in the management and promotion of the District's style guide and branding to ensure a consistent brand message across departments;
- Assists with coordinating outside vendor services such as printers, graphic designers, event venues, public relations and advertising consultants, and public opinion research firms as needed; and
- Performs related duties as assigned.

QUALIFICATIONS FOR EMPLOYMENT:

KNOWLEDGE OF:

- Excellent written and oral communications, with the ability to engage a wide range of stakeholders;
- Principles, techniques, and methods of effective public information, community outreach, marketing and branding;
- Correct English usage including spelling, punctuation, and grammar;





KNOWLEDGE OF (CONTINUED):

- Principles and practices of effective graphic design and illustration methods and materials;
- Photography, videography, and the operation of camera equipment and digital editing software;
- Techniques and best practices for community engagement and working with the public in general;
- Presentation skills in dealing with groups of various sizes and demographics;
- Modern office practices and filing systems.

ABILITY TO:

- Plan, develop and execute a variety of public information campaigns and activities;
- Research, compose and prepare clear, concise and engaging public information materials and correspondence;
- Apply creative thinking and problem solving techniques;
- Gather and analyze information, synthesize complex and diverse information in order to effectively assemble, organize and present in written and/or oral form;
- Interpret, apply, and explain District policies and programs;
- Effectively use Microsoft Office, Adobe graphics programs, photographic and video editing equipment and software; word processing and routine database management software;
- Use website backend tools to create and maintain content and successfully analyze audiences, including Google analytics metrics;
- Communicate clearly and concisely, both orally and in writing, to a wide variety of audiences;
- Exercise discretion and sensitivity in interpreting and communicating District policies and programs;
- Establish and maintain effective working relationships with District employees and the public, using diplomacy and principles of good customer service;
- Provide oral and written information about District operations and services and make oral presentations to small groups;
- Type at a speed necessary for successful job performance;
- Analyze situations accurately be able to adapt quickly;
- Work with diverse cultural and social groups in a tactful and effective manner;
- Work independently utilizing effective time management skills;
- Travel to alternative work locations and off-site meetings.

TRAINING AND EXPERIENCE

Any combination of education and experience that would provide an opportunity to acquire the knowledge and abilities listed above. An example of qualifying education and experience would be:

- **Education:** Equivalent to a Bachelor's degree from an accredited college with major course work in public relations, journalism, English, communications, marketing or a closely related field.
- **Experience:** Three years of experience in communications, public relations, community outreach, digital content or marketing, or related fields, with strong writing skills and professional experience in online communications.

COMPENSATION & BENEFITS

The District offers an attractive compensation and benefits program. The salary range for this position is \$7,546 - \$9,049 per month (\$90,552 - \$108,588 annually), depending upon qualifications/experience.

Retirement: MMWD is a member of the California Public Employees Retirement System (CalPERS), which offers reciprocity between agencies in the 37 Act County System.

- Classic employees – 2.7% @ 55 formula, highest 3 year average compensation. Employee contributes 8%.
- PEPRAs employees – hired after 1/1/13 or Classic employees with 6 month break in service are eligible for a 2% @ 62 formula, highest 3 year average compensation. Currently, employees contribute 5.75% and effective 7/1/20 the employee contribution rate will be 6.25%.

Health Insurance: CalPERS health care, which makes available a variety of medical plans. The premium contribution made by MMWD for 2019 is \$866.27 employee only; \$1,732.54 employee + 1 or more; opt out-payment of \$100 per pay period.

Dental: Dental insurance is available to employees and their families.

The District offers additional benefits to include Deferred Comp (employee option), Life and Long-Term Disability Insurance, vacation, sick leave, holidays, tuition reimbursement and more. See the District's website for more information at: marinwater.org/DocumentCenter/View/755/

SELECTION PROCESS:

The process may include a panel interview, final interview and writing exercise. Only those candidates with the best combination of qualifications in relations to the requirements and duties of the position will continue in the selections process.

HOW TO APPLY:

Apply by Monday, October 21, 2019 by 4:30 p.m. for manual submissions; 5:00 p.m. for online submissions.

Apply online at Calopps.org :

[Click here for the Communications Specialist Job Opportunity](#)

<https://www.calopps.org/marin-municipal-water-district/job-19926047>

To be considered for this position you must submit a completed application, the supplemental questionnaire, a cover letter, and a resume.



RECRUITER CONTACT:

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