

TITLE: Director of Communications

LOCATION: NEIWPCC, Wannalancit Mills, 650 Suffolk Street, Suite 410, Lowell, MA 01854

SALARY: Grade and step dependent upon level of experience and qualifications.

ADDITIONAL INFORMATION: Benefits provided, but not included in salary range: vacation, personal and sick leave; health, dental, disability and life insurance; retirement plan. This position requires the incumbent to work five days a week, 7 ½ hours per day, except for approved compensatory time.

BACKGROUND INFORMATION: NEIWPCC is a regional commission that helps the states of the Northeast preserve and advance water quality. We engage and convene water quality professionals and other interested parties from New England and New York to collaborate on water, wastewater, and environmental science challenges across the regions, ecosystems, and areas of expertise.

JOB SUMMARY: Oversight of communications division and staff, implementing and updating NEIWPCC's communications plan. Develop and disseminate environmental education material, outreach products and other media-related activities. Guide the development and maintenance of NEIWPCC's website, ensuring it addresses NEIWPCC's public facing needs and that it functions optimally.

Connect with NEIWPCC's division to ensure their communications needs are met and their work is being appropriately represented in NEIWPCC's publications. Work with programmatic staff to provide up-to-date and informative articles about cutting edge environmental topics and issues.

Assists the Executive Director and staff in the general operations of the office in program planning and reporting. May participate in meetings of the Executive Committee and Commissioners, where appropriate. May coordinate on inter-media issues with Northeast States for Coordinated Air Use Management (NESCAUM) and Northeast Waste Management Officials Association (NEWMOA).

Works with project officers to prepare individual project/program element work plans and budgets, approving payments under those projects, and pursuing potential new sources of funding for projects. Assists in the preparation of grant applications for new projects, contracts and final project reports.

DUTIES AND RESPONSIBILITIES:

Leadership: Develop and maintain a creative and forward-thinking overall communications strategy in order to engage NEIWPCC's many and diverse stakeholder groups. Provide original writing as part of the development of marketing strategies for new and existing NEIWPCC products. Provide oversight of the communications division and staff. Ensure consistent quality control, in terms of accuracy, presentation, design, and grammar. Demonstrate agility and a "roll up your sleeves" work ethic. Provide departmental staff with guidance and clear departmental deadlines for work products and deliverables.

Rebranding: Lead NEIWPCC's rebranding efforts, ensuring an increase in strategic communications to our targeted audiences in order to meet established brand and marketing goals. Promote a "content-first" approach, always asking who needs the content and what the best way is to share it. And, combined with a data-driven attitude, guide the team to optimize its publications, PR, event, and social media strategy.

Continue launch efforts of the updated brand to educate and engage internal and external stakeholders as ambassadors. As others are engaged, work to meet existing calendar objectives and propose future milestones and targeted deadlines. Champion efforts to reinforce the brand through print media, social media, event-focused communications and public/government relations.

Communications: Oversee, write, and produce NEIWPC's newsletter, bulletins, reports, publications and specialty products such as the Annual Report and State Summary Sheets. Recommend new avenues for showcasing NEIWPC's work. Selection and management of vendors for graphic design, printing and other needs is essential.

With support from the EPA's Office of Underground Storage Tanks, develop L.U.S.T.Line issues twice per year.

Develop and distribute information materials and documents such as booth, press releases, marketing tools, fliers, fact sheets, lists of materials available, questionnaires, exhibits, videos, and presentations.

Coordinate with NEIWPC staff on cross-cutting program issues.

Collaboration and Outreach: Assist Program Managers with public participation, information, education, and consistency building programs to support NEIWPC's activities. Work closely with Program Managers, NEIWPC contractors, and other decision makers to develop public participation and outreach materials, including display materials. Assist Business Operations Manager and Executive Director in preparation of quarterly progress reports to EPA.

May organize short courses, seminars, and technical forums, as necessary, including hotel arrangements, agenda development, speaker invitations, registration forms, mailings to attendees, and registration.

Coordinate with Program Managers on budgets, bids, and contracts/PO's.

Attend trade shows as a representative of NEIWPC.

Systems Management: Coordinate the updating and maintenance of NEIWPC's website and social media platforms. Maintain appropriate webpages to ensure they are up-to-date and accurate. Create and publish documents in electronic format for distribution.

Other duties as assigned.

The satisfactory performance of the above duties and responsibilities requires the incumbent to have a thorough understanding of NEIWPC's programs, organization and policies, to exercise initiative and resourcefulness in complicated situations, and to be able to work effectively with state and federal contacts at both staff and top management levels, and with varied professional backgrounds. The ability to organize the workload and perform tasks in an accurate, conclusive and timely manner is required.

SUPERVISORY CONTROLS: Incumbent operates with substantial independence of action and delegation of professional decisions within their area of activity. Consults with Executive Director on certain matters of policy. Job performance is evaluated by the Executive Director.

The incumbent will rely on their ability, expertise, and commitment to excellence. They will also build NEIWPCJ's culture which focuses on honesty, ethical behavior, personal integrity, respect for others, transparency, hard work, and collaborative teamwork.

Incumbents of positions at this level exercise direct supervision (i.e., not through an intermediate level supervisor) over, assign work to, and review the performance of 1-10 professional personnel; and indirect supervision (i.e., through an intermediate level supervisor) over 6-30 professional and/or technical personnel.

RECOMMENDED QUALIFICATIONS:

Education

A master's degree in communications, English, comparative literature, creative writing, journalism, language arts, liberal arts, or related field.

Experience

Minimum of (A) fifteen years of full-time or equivalent part-time, professional experience in the development of outreach materials (both written and visual), layout and design and desktop publishing, or any equivalent combination of the required experience and the educational substitutions listed above; (B) at least twelve years must have been in a professional capacity, and of which (C) at least ten years must have been in a supervisory, managerial or administrative capacity or (D) any equivalent combination of the required experience and the following substitutions:

Substitutions

- I. An associate's degree with a major in a field referenced above or a related field may be substituted for a maximum of one year of the required (A) experience.*
- II. A bachelor's degree with a major in a field referenced above or a related field may be substituted for a maximum of four years of the required (A) experience.*
- III. A graduate degree with a major in a field referenced above or a related field may be substituted for a maximum of four years of the required (A) experience and one year of the required (B) experience.*

*Education toward such a degree will be prorated on the basis of proportion of the requirements actually completed. NOTE: Education substitutions will be permitted for a maximum of one year of the required (B) experience. No substitution will be permitted for the required (C) experience.

Executive Competencies

- Creative, innovative, and forward thinking
- Accomplished written and verbal communicator who can inspire confidence
- Sound judgment and resourcefulness in developing people, processes and systems

Personal Characteristics

- Think and act in a broad collaborative style. Care deeply about the health and impact of the entire organization, not just the communications and outreach department
- Operate with an accessible, visible and flexible style that inspires trust and confidence in staff and in executive management. Easily able to partner with and influence/inform others

- Comfortable in group settings and welcomes collaboration
- Naturally prone to action with a focus toward continuous improvement
- Diplomatic and welcoming in their approach to others
- Able to manage change and articulate the “value case” for it
- Comfortable working in a very collaborative environment and oriented toward getting things done; able to bring perspectives and ideas to the table while remaining open to perspectives and ideas from others. Open to lively debates
- A strong, attuned management style that can capably lead while nurturing others and encouraging them to learn and grow
- Inclusive and interested in helping others
- Capable of fostering and deserving of trust
- Accept responsibility and is accountable for results
- Ability to write concisely, to express thoughts clearly and to develop ideas in logical sequence
- Ability to exercise discretion in handling confidential information
- Ability to supervise, including planning and assigning work according to the nature of the job to be accomplished; the capabilities of subordinates and available resources; controlling work through periodic reviews and/or evaluations; determining subordinates’ training needs and providing or arranging for such training; motivating subordinates to work effectively; determining the need for disciplinary action and either recommending or initiating disciplinary action

Special Knowledge and Skills

Creativity a must.

Position requires superior grammar, writing, editing and proofreading skills.

Knowledge of HTML editing and web page design.

Proficient use of desktop productivity and publishing software (MS Office, In-Design, Illustrator, Photoshop, etc.)

Excellent communication skills, both verbal and written.

Strong organizational skills; detail-oriented.

Ability to work effectively with both scientists and engineers, and establish professional credibility.

Ability to work both independently and as part of a team.

Ability to work within a set budget and meet deadlines.

The following knowledge and skills would be helpful, although not necessary requirements to qualify:

Knowledge and understanding of environmental issues and water-related issues in particular.

Knowledge of groundwater, as well as surface water, hydrology.

Knowledge and understanding of federal environmental laws and regulations.

Business management skills.

Position requires limited travel.

Requirements

A valid driver’s license and access to own transportation required.

Attendance at the annual All Staff Meeting is mandatory.