



NEWEA Communications/PR Coordinator

Communications/PR Coordinator Position Summary:

New England Water Environment Association (NEWEA) has an immediate opening for a new position of Communications/PR coordinator. Based in our Woburn, Massachusetts office, the full-time coordinator will report to the Executive Director and collaborate with staff, board and members to develop and implement a strategic communications program.

The coordinator will be actively involved in promoting NEWEA's mission, initiatives and goals and strengthening NEWEA's role as the preeminent regional water quality organization.

Specifically, the Coordinator has responsibility for initiating and supporting communications, public relations, website/social media, special events, fundraising and other activities, in collaboration with NEWEA staff and members, especially the Communication Council committees (Journal Committee, Newsletter Committee, Public Awareness Committee, and Website), as well as the Outreach Council and Meeting Management Council committees and Specialty Conference staff.

Job Responsibilities:

Communications

Develop and implement strategic communications plan to strengthen and expand NEWEA's position as the preeminent regional water environment organization

Track, analyze and report on impact of communications/PR on organizational success

Public Relations

Develop and implement strategies for expanding NEWEA's messages and audiences

Develop and maintain database of media outlets and contacts

Write press releases and distribute to media outlets

Coordinate media attendance at NEWEA events

Monitor success of PR activities and programs

Provide members/committees with materials/information needed for legislative outreach

Website and Social Media

Develop and update website content. Create new stories, pages, and solicit updates from members/committees



Develop, write and distribute member information and general news updates

Develop and implement social media strategies

Create written and visual content

Special Events

Work with staff and committee members to publicize special events (e.g., Annual meeting, Spring meeting, specialty conferences, joint conferences, Young Professional networking activities)

Work with staff and committee members to identify, develop and publicize strategic initiatives such as co-sponsored events, partner activities, etc.

Fundraising/Sponsorships

Work with Executive Director to develop and implement strategic plans for fundraising, advertising, sponsorships, donations/trusts, corporate giving programs, and grants.

Maintain up-to-date list of sponsors as well as annual calendars of opportunities

Qualifications

Required:

Bachelor's degree (B.S. or B.A.)

Experience in marketing/communications/PR

Excellent writing, editing, verbal and interpersonal skills

Strong attention to detail

Ability to work both independently and as part of a team

Ability to work under pressure, juggle conflicting priorities and meet deadlines

Experience with Microsoft Office (Word, Excel, PowerPoint), Constant Contact, Salesforce as well as social media, website management and Google Analytics

Experience with WordPress and Adobe Creative Suite a plus

Preferred:

Demonstrated record of success in marketing/communications/PR in a nonprofit or member services environment

Experience working with boards, public entities (federal, state, municipal), media, legislative groups

Ability to translate technical concepts into language easily understood by diverse audiences

Experience developing and implementing strategic communications plans

Experience with grant writing/coordination

Graphic design skills

Familiarity with the water quality profession a plus



Personal Characteristics:

The successful candidate will have strong interpersonal skills, and the ability to work with NEWEA's staff, boards, members, and affiliated organizations. You are self-motivated and committed to working both independently and with a large number of diverse teams and committees. You are able to juggle concurrent projects and deadlines while staying on top of what's next. You are able to combine a high level of professionalism with a sense of humor.

Additional Information:

Benefits provided but not included in salary range: Vacation, personal and sick leave, health, dental, disability, and retirement plan. This position requires the successful candidate to work five days a week, 7 ½ hours a day, with the possible need for some infrequent night and weekend work. When working in excess of normal workweek hours, and by approval, compensatory time will be paid. Duties are preformed largely in an office setting, but with need for travel to adjoining states for which private means of transportation must be available. Travel may be required up to 15% of the time. Familiarity with MAC-based operating systems and experience with WordPress and Adobe Creative Suits a plus.

Salary:

Starting salary \$50,000 or Commensurate with Experience

Interested Candidates

Please forward complete resume to:

Mary Barry
NEWEA Executive Director
mbarry@newea.org

NEWEA's Mission

NEWEA's mission is to promote education and collaboration while advancing knowledge, innovation, and sound public policy for the protection of the water environment and our quality of life.

Please visit our website:

<https://www.newea.org/>

NEWEA is an Affirmative Action Equal Opportunity Employer