TITLE: Director of Communications

LOCATION: New England Interstate Water Pollution Control Commission (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: The New England Interstate Water Pollution Control Commission serves as a forum for interstate communication and coordination on water-related pollution control efforts among all the New England states and New York state.

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

JOB SUMMARY: Oversight of communications division and staff. Develop and disseminate environmental education material, outreach products and other media-related activities. Guide the development and maintenance of NEIWPCC’s website and information technology solutions; ensure that all address the needs of the Commission, and function optimally. Opportunity to pursue creative environmental education projects, as appropriate.

Activities are generally water quality and water supply oriented, but can cover a wide range of environmental issues, according to program needs and the incumbent’s area of expertise. The incumbent serves as an advisor for the Commission, state agency staff and the public on information and outreach issues. S/he also serves as staff support, clearinghouse for information, and meeting chair for state agency staff workgroups for those issues, if appropriate; as well as representing the Commission concerning those issues through public presentations and participation in meetings and on various committees.

Assists the Executive Director, Deputy Director and staff in the general operations of the office in program planning and reporting. Participates in meetings of the Executive Committee, Commission, Association of Clean Water Administrators (ACWA), Water Environment Federation (WEF), New England Water Environment Association (NEWEA) and the Environmental Protection Agency (EPA), where appropriate. Coordinates on inter-media issues with Northeast States for Coordinated Air Use Management (Nescaum) and Northeast Waste Management Officials Association (Newmoa). May work 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: Manages production of multiple projects including NEIWPCC’s annual report, State Membership Benefits Summaries, print and electronic newsletters (Interstate Water Report and iWR), staff qualification statements, website and social media content, event brochures, and other environmental outreach and education-related programs. Specific duties include:
• Develop and maintain an overall communications strategy for the Commission.
• Oversee, write and produce NEIWPCC's newsletters, bulletins, reports and specialty products, i.e., the annual report, Summary Sheets, Interstate Water Report, iWR, Resource Catalog, and others. Includes selecting and managing vendors for graphic design, printing and other needs.
• Develop and distribute information materials and documents (e.g., booth, press releases, marketing tools, fliers, fact sheets, lists of materials available, questionnaires, exhibits, videos, presentations.).
• Oversight of communications division and staff.
• Assist Program Managers with public participation, information, education and consistency building programs to support NEIWPCC's activities.
• Coordinate the updating and maintenance of NEIWPCC’s website and social media platforms.
• Work closely with Program Managers, NEIWPCC contractors and other decision-makers to develop public participation and outreach materials, including display materials.
• Develop written and audiovisual material with final approval by Program Managers.
• Ensure consistent quality control on behalf of Commission products, in terms of accuracy and presentation, design and grammar.
• Proofread and edit materials prepared by other staff.
• Assist Office Manager and Deputy Director in preparation of quarterly progress reports to EPA.
• May organize short courses, seminars and technical forums, etc., as necessary, including hotel arrangements, agenda development, speaker invitations, registration forms and mailings to attendees, registration.
• Coordinate with NEIWPCC staff on cross-cutting program issues.
• Coordinate with Program Managers on budgets, bids and contracts/P.O.’s.
• Track deadlines for work products and deliverables.
• Develop marketing strategies for new and existing NEIWPCC products.
• Create and publish documents in electronic format for distribution.
• Attend trade shows as a representative of the Commission.
• Produce original creative writing.
• Other duties as assigned.

The satisfactory performance of the above duties and responsibilities requires the incumbent to have a thorough understanding of the Commission’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.

RECOMMENDED QUALIFICATIONS:

Education

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 any of the fields listed above may be substituted for a maximum of one year of the required (A) experience.*

II. Bachelor’s degree with a major in any of the fields listed above may be substituted for a maximum of two years of the required (A) experience.*

III. A Graduate degree from a recognized school with a major in one of the fields listed above may be substituted for a maximum of three 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 proration of the requirements actually completed.

NOTE: Education substitutions will only be permitted for a maximum of one year of the required (B) experience. No substitutions will be permitted for the required (C) experience.

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.