Communications Specialist I

Division/Department: Finance and Administration/Communications
Reports to: Communications Department Manager
Location: Berthoud, CO
Type of Position: Full-time
Status: Exempt
Salary Range: $72,280 - $83,512

GENERAL STATEMENT
This position is responsible for writing, editing, producing videos, capturing images, designing materials and leading public information programs for Northern Water, the Municipal Subdistrict and associated projects and programs. In addition, this position will assist in the overall development of internal and external communication projects.

ESSENTIAL DUTIES AND RESPONSIBILITIES
• Writes, edits, and produces compelling content for various communication channels, including website, social media, email marketing, communications materials, and more.
• Maintains content calendar for various communication channels.
• Develops marketing materials for projects and programs, including print collateral, email marketing, website, and social media content.
• Captures and edits images and videos for digital stories and presentations, while identifying topic experts, performing post-production tasks, and making editorial decisions.
• Documents and communicates key project milestones.
• Manages tour requests and logistics for projects, while working with multiple partners.
• Utilizes customer relationship management (CRM) system to manage project stakeholders, communications, tour database, and more.
• Develops relationships with project stakeholders to keep them informed of communications through meetings and outreach efforts.
• Assists in developing internal and external communications projects for Northern Water operations, projects, various departments, and more.
• Participates in Northern Water’s speaker’s bureau, including presentations to various public groups.
• Assists with tours of Colorado-Big Thompson and Windy Gap project facilities.
• Assists with corporate events, including logistics, registration, vendor communication, marketing and more.
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- Maintains a working knowledge and thorough understanding of the history and operations of Northern Water, the Municipal Subdistrict, and related water projects and topics.

OTHER DUTIES AND RESPONSIBILITIES
- All other duties as assigned.
- Assists to edit website content utilizing content management software.

EDUCATION AND EXPERIENCE REQUIREMENTS

Education
- Bachelor’s degree in communication, journalism, public relations, a related field, or a combination of relevant education and experience.

Experience
- A minimum of two years of professional experience in communication, journalism, public relations, or related field.
- A minimum of two years of experience in video production and capturing photos.

LICENSE, CERTIFICATE AND CREDENTIAL REQUIREMENTS
- Valid driver’s license.

KNOWLEDGE, SKILLS AND ABILITIES

Knowledge
- Content and communications writing and editing.
- Video production and capturing images.
- Advanced understanding and use of English.
- Associated Press writing style or similar writing style.
- Social media marketing desired.
- Background in water-related issues desired.

Skills
- Excellent writing and editing skills.
- Oral communication and public speaking skills.
- Advanced grammar and composition skills.
- Graphic design skills.
- Strong interpersonal and communications skills.
- Video and image editing software.
- Proficient in the use of Microsoft Office products, Adobe Creative Suite software, and database management.

Abilities
- Highly organized with excellent time management.
- Self-starter and self-motivator; willing to take initiative on projects.
- Create and maintain a positive working relationship with the public, water users, and employees.
- Build collaborative relationship with Northern Water partners.
- Work productively and independently and as part of a team.
- Flexible and adaptable.
- Keep sensitive topics and materials confidential.

PHYSICAL REQUIREMENTS
- Work on-site at projects and along pipelines, canals, rivers, and reservoirs will require walking throughout various terrain and conditions.
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- Walk and climb stairs daily.
- Lift supplies up to 25 pounds.
- Sit and stand for extended periods of time.
- Drive, walk, reach, and bend on occasion.
- Keyboard entry and use of mouse for extended periods of time.
- Must be able to meet the physical requirements of a post job offer physical examination.

Reasonable accommodations will be made to enable qualified individuals with disabilities to perform the essential functions of the job.

OTHER REQUIREMENTS
- May occasionally require evening and weekends based on outreach activities.
- Maintains a personal appearance appropriate for job position and image of Northern Water.

This job description in no way states or implies that these are the only duties to be performed by this employee.

Northern Water provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, marital status, sexual orientation, gender identity, national origin, disability, genetics, veteran status or other legally protected characteristics. Northern Water complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. Northern Water also prohibits any form of workplace harassment in accordance with these laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.