



# Acton Wakefield Watersheds Alliance

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## Acton Wakefield Watersheds Alliance

### Outreach Coordinator Job Description

#### **Overview**

The Outreach Coordinator will play a vital role in advancing AWWA's mission by developing and implementing strategies to promote our programs and initiatives. This role involves creating compelling content, managing social media platforms, and engaging with the community to raise awareness about our water quality programs and conservation efforts. The ideal candidate will be a skilled communicator with a passion for environmental stewardship and a knack for using digital and print media to connect with diverse audiences.

#### **Key Responsibilities**

##### *Content Creation & Management:*

- Develop engaging content for social media, website, e-newsletters, and print materials.
- Write articles, blog posts, and press releases that highlight AWWA's programs, events, and achievements.
- Utilize content creation software to design visuals, infographics, and promotional materials (e.g. Canva, Mailchimp, WordPress).

##### *Social Media & Digital Outreach:*

- Manage social media accounts to foster community engagement and drive program participation.
- Monitor social media trends to optimize content strategies and track engagement.
- Develop digital marketing campaigns to promote events, initiatives, and educational resources.

##### *Community Engagement:*

- Represent AWWA at community events, fairs, and meetings to enhance visibility and build partnerships.
- Serve as a point of contact for community members, volunteers, and local organizations, fostering strong relationships and collaboration.

##### *Program Promotion:*

- Collaborate with staff to understand and effectively communicate the goals and impacts of our programs.
- Develop targeted outreach strategies to engage the community and encourage participation in AWWA's initiatives.

##### *Reporting & Evaluation:*

- Track outreach activities, including social media metrics, event attendance, and community feedback.
- Evaluate the effectiveness of outreach strategies and adjust tactics based on data and feedback.

### **Qualifications:**

- Bachelor's degree in Communications, Marketing, Environmental Studies, or a related field; **OR** proven experience in content creation, social media management, and community outreach.
- Proficiency in content creation software (e.g. Canva, Mailchimp, WordPress) and social media management tools.
- Strong written and verbal communication skills with the ability to convey complex information in an accessible manner.
- Experience working in environmental or nonprofit organizations is highly desirable.
- Demonstrated ability to work independently, manage multiple tasks, and meet deadlines.
- Passion for environmental conservation and water quality issues.

### **Preferred Skills**

- Excellent communication, writing, and editing skills
- Public speaking
- Ability to communicate scientific concepts to general public
- Strong team player: responsible, reliable and supportive. Able to self-direct and work independently
- Passionate environmental advocate: Understands the AWWA Mission; willing/eager to become immersed in the culture of the organization in order to be an effective representative
- Willingness to work with an array of groups including; state agencies, local associations, town officials' contractors, and property owners
- Understand the culture and challenges of non-profit organization work: passion driven, fast-paced, multi-tasking, tight budgets
- Close attention to detail, and ability to work under deadlines
- Enthusiasm, creativity and a desire to learn

### **General Requirements & Working Conditions:**

The Outreach Coordinator will work directly with all AWWA staff to organize programmatic content and effectively distribute information to the community. Their tasks and priorities will be designated by the Executive Director who will be the direct supervisor for this position. The position has a flexible work schedule with only one in-person office day required per week. The Outreach Coordinator will be expected to *occasionally* work evenings and weekend days in order to attend community events.

### **Compensation**

This is a 24 hour per week hourly position starting at \$25/hr. *This position has an initial contract period of 12 months.* Depending on funding opportunities, the position may be extended to three years or more.

Benefits include:

- Six (6) days paid vacation with one (1) additional vacation for each year of employment; up to 10 days.
- Five (5) paid sick days.

Please submit a resume, cover letter, and references to AWWA's Executive Director, Jon Balanoff, by Friday April 18<sup>th</sup>, 2025. Submissions and other inquires can be emailed to [jbalanoff@awwatersheds.org](mailto:jbalanoff@awwatersheds.org).