Job Description

Digital Communication Specialist

Division/Department: Administration/Communications
Reports To: Communications Department Manager
Type of Position: Full-time
Status: Exempt

General Statement

This position is responsible for developing strategies that support the desired content and brand of Northern Water's digital engagement, including social media and website, while also assisting in the overall development of internal and external communication projects.

Essential Duties and Responsibilities

- Oversees the development of a social media strategy that promotes Northern Water’s goals, operations, projects and overall mission.
- Writes, edits, schedules, executes and measures digital content across all Northern Water social media accounts.
- Manages a content calendar coordinated among the Communications Department to create a diverse mix of content and stay in sync to organizational operations and projects for both social media and website.
- Builds social media audiences through strategic social campaigns, paid digital advertisements and more.
- Engages on social media channels, moderates and resolves issues quickly.
- Monitors and reports on social media traffic to optimize digital presence. Presentations may be made to staff and management teams.
- Stays current on hashtags and influencers that will help to build engagement, followers and relationships.
- Writes, edits and produces compelling content for various channels, including website, social media, email marketing, communications materials and more.
- Helps to create and edit website content for Northern Water and project sites to establish best web practices, design and copy standards utilizing a content management system.

Submit resume and cover letter by – February 21, 2020
Northern Water
220 Water Avenue  careers@northernwater.org  Preferred
Berthoud, CO 80513

Re-Posted: February 13, 2020
By: LB
Preferred
Removed: By:

Created December 2019
Digital Communication Specialist

- Delivers a consistent brand voice across digital channels including social media and website.
- Develops an image library to house historical and organizational photos.
- Assists in the development of internal and external communications projects for Northern Water operations, projects and more.
- Assists with public tour presentations and tours of project facilities on both East and West Slope.
- 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

- Assists Event Coordinator in a variety of Northern Water-related events and meetings both on-site and off-site. May include assisting in event registration, venue details, equipment and catering, compiling packets, creating name badges, ordering and securing refreshments for meetings, room configuration and cleanup.
- Represents Northern Water’s interests, both internally and externally.
- Performs other assignments as needed.

Education and Experience Requirements

Education

- Four-year degree in digital communications, communications, journalism, public relations or a related field.

Experience

- A minimum of one year of professional experience in digital communications, social media, public relations, journalism or related field.
- A minimum of three years of experience in social media communications including Facebook, Twitter and Instagram.

License, Certificate, and Credential Requirements

License

- Valid driver’s license.

Knowledge, Skills, and Abilities

Knowledge

- Social media strategy development.
- Build and manage a social media plan.
- Grow social media audiences.
• Write and edit content.
• Website content management system.
• Background in water-related issues desired.
• Associated Press writing style or similar writing style.
• Proficient in the use of Microsoft Office and Adobe Creative Suite products.

Skills

• Excellent writing and editing skills.
• Excellent oral communication and public speaking skills.
• Advanced understanding of English usage, including grammar and composition.
• Strong interpersonal and communications skills.
• Experience in producing and editing videos desired.
• Experience with digital photography desired.

Abilities

• Highly organized with excellent time management.
• Must be a self-starter and self-motivator; willing to take initiative on projects.
• Work productively independently and as part of a team.
• Flexible and adaptable.
• Work with confidential materials and sensitive topics.

Work Environment

Physical Requirements

• Sitting for extended periods of time, reaching, and repetitive keyboard motion.
• Occasional physical activity is required, including driving automobiles, walking, bending.
• 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.

Other Requirements

• 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.