

## COMMUNICATIONS SPECIALIST

### **BASIC FUNCTION:**

Under the supervision of the Ramsey/Washington Recycling and Energy (R&E) Joint Activities Program Supervisor, this position works to plan, organize, implement, and coordinate the outreach, education, and communication efforts of joint activities, which are shared programs of Ramsey and Washington counties managed by R&E. These activities involve working with staff and contractors from both counties and R&E to design, implement and coordinate programs while also tracking progress and evaluating effectiveness.

### **EXAMPLES OF WORK PERFORMED:**

- 1) Promote a diverse, culturally competent, and respectful workplace.
- 2) Represent the R&E Board at community, inter-jurisdictional and government functions.
- 3) Coordinate the development, implementation and evaluation of outreach, education and communication efforts related to programs serving Ramsey and Washington counties, including:
  - a) Work collaboratively with Ramsey and Washington County outreach and communications staff and with R&E contractors in developing and implementing joint communications strategies to ensure common language, coordinated messages and appropriate communication tools and timing.
  - b) Coordinate internal R&E communications, including working on development of R&E Board and committee documents, maintaining files and communication channels, facilitating internal staff communications, and facilitating communications with county staff working on joint county programs.
  - c) Working with county and R&E staff, develop strategic partnerships with public, private and non-profit organizations to enhance efforts in communicating about joint county programs.
  - d) Collaborate with county and R&E staff, as well as numerous stakeholders, to develop and implement effective communications plans, strategies, and materials to promote program and related activities, including using community engagement strategies to collect community input, develop relationships and guide future program changes.
  - e) Coordinate involvement in special events, media relations, presence on the internet and other electronic media, mass mailings, annual reports, signage, and other informational and promotional documents.
  - f) Produce informational products by working with outside vendors to ensure quality, plain language, accuracy, and tone. Ensure translation of materials. Arrange for the appropriate distribution of materials in collaboration with staff from the two counties.
  - g) Collaborate with county and R&E staff and various stakeholders to raise awareness of joint county programs.
  - h) Collaborate with staff from R&E and both counties to identify opportunities to advance progress on R&E goals.

- 4) Coordinate with R&E outreach and communications program coordinator to ensure programs align with broader communications plans and standards.
- 5) Gather information and evaluate data to assemble a variety of reports, charts or manuals and conduct research on special projects.
- 6) Assist in the preparation of budgets; assemble data and compile budget estimates; assist in planning and administering budgetary controls; process budget-related paperwork and maintain accounts; monitor department/division payroll and personnel transactions.
- 7) Assist in developing and conducting presentations to be used in various meetings.
- 8) Assist in organizing and coordinating events.
- 9) Other duties as assigned.

**ESSENTIAL FUNCTIONS:** 1, 2, 3, 4, 5, 6, 7, 8, 9

**SUPERVISORY/MANAGERIAL RESPONSIBILITIES:**

The position has no direct supervisory or managerial responsibilities. Position interacts with and provides oversight to contractors and consultants.

**INTERNAL/EXTERNAL RELATIONSHIPS:**

Regular contact with the Joint Activities Program Supervisor to answer questions, provide information on status of activities, obtain direction, and confer on decision-making. Daily to weekly contact with county and R&E staff and R&E consultants to coordinate work, strategize on issues, obtain, and provide information and develop approaches to issues.

**IMPACT ON SERVICES/OPERATIONS:**

Duties impact the long and short-term economic health and development of the community, county, region, and state. Proper performance results in the provision of efficient and effective food scrap management to the residents and businesses of Ramsey and Washington counties. Improper performance could result in resident and business confusion, cost overruns and unmet solid waste management diversion goals as set by the State of Minnesota.

**WORK ENVIRONMENT:**

Incumbents may perform duties through a combination of remote and in-person work environments. In-person duties will occur in an office, at the R&E Center, and offsite locations. Work will require sitting, standing, walking, presenting at and attending meetings with various stakeholders.

**KNOWLEDGE, SKILLS, AND ABILITIES:**

- Knowledge of the principles of public relations and communication through print and electronic media.
- Knowledge and ability to establish community and business resources, media, and public relations contacts.

- Knowledge of government operations and environments, public decision-making processes and policy development.
- Knowledge of solid waste, recycling, business outreach, intergovernmental relations/coordination and/or communications concepts and practices.
- Knowledge of website management, digital communications channels and possesses the ability to analyze data from these channels to inform communication strategies.
- Skill in communicating verbally, visually and in writing.
- Skill in community engagement.
- Skill in establishing effective working relationships with vendors, staff, customers, consultants, the media, business community and the public.
- Skill in working comfortably and effectively with diverse cultural or ethnic populations.
- Skill in developing cooperation between individuals, groups, and public and private organizations.
- Skill in developing and conducting public presentations and in chairing or facilitating meetings.
- Skill in preparing complex written and oral reports.
- Ability to plan, prioritize, manage, and exercise independent judgment.
- Ability to manage various projects simultaneously, both directly and indirectly, through other staff and to meet deadlines.
- Ability to function in fluid, ambiguous situations.
- Ability to work within cross-jurisdictional and/or interdepartmental teams to manage and implement complicated work projects.

#### **PREFERRED QUALIFICATIONS:**

**Education:** Bachelor's degree in communications, behavioral sciences, journalism, marketing, education, environmental sciences, business administration, public administration, or a closely related field.

**Experience:** Four (4) years of experience in communications, education, marketing, community engagement, program coordination, project management, public sector service delivery, or a closely related field. Preference given for above experience in solid waste management and environmental fields

**Substitutions:** A Master's degree in any of the above fields and two (2) years of required experience. Or an Associate's degree in any of the above fields and six (6) years of required experience.

#### **MINIMUM QUALIFICATIONS:**

**Education:** High School diploma, GED or equivalent

**Experience:** An equivalent combination of education and experience listed above to total eight (8) or more years.

**Licensure:** A valid Class D driver's license is required.