

## **LOWER ELKHORN NATURAL RESOURCES DISTRICT COMMUNICATIONS SPECIALIST**

### **Nature of Work**

The Communications Specialist will work independently to prepare and distribute information and related material to educate the public about the Lower Elkhorn NRD's projects, programs, activities, goals, and policies.

Work involves preparing a wide variety of written informational materials including newsletter articles and news releases, fact sheets, posters, brochures, and display ads; coordinating audio and visual information; website development; and social media marketing; and consulting with individuals from government agencies, community organizations, professional and citizen advisory groups.

The specialist should have a working knowledge of Adobe Creative Suite and Microsoft Office, and the ability to handle multiple tasks. Social, organizational, and teamwork skills are also desired.

### **ESSENTIAL JOB FUNCTIONS**

- Provides information to media outlets by generating news releases and coordinating press conferences to disseminate agency related information to inform and educate the public
- Provides information through press releases, District news updates, social media, and other informational mediums
- Prepares and summarizes information from Board meetings and other District events
- Updates LENRD website continuously
- Monitors media coverage on radio, newspaper, television, and online formats and responds to media inquiries
- Consults with division staff in responding to media inquiries and promoting department programs and services
- Prepares, reviews, and edits news updates, press releases, articles, brochures, etc.
- Maintains contact with local media including newspaper, radio, and television stations
- Collects data and reviews materials for media relations use
- Establishes and maintains close relationships with community leaders and organizations, such as the Chamber of Commerce, service groups, schools, employee, and public interest groups
- Conducts and/organizes public appearances, lectures, or exhibits to increase awareness and to promote goodwill for the district
- Confers with agency personnel to identify trends and key group interests and public concerns
- Learns technical information and functions of all divisions
- Serves as public information resource for the district by directing media inquiries to the appropriate elected official or District staff member
- Arranges and assists other District staff in the preparation of presentations to provide citizens with information relating to a service or program
- Manages advertising, promoting, and marketing of District events
- Assists with grant applications for various projects as directed
- Research topic areas for articles or presentations

- Takes photographs of District-related activities and projects or assigns other staff to capture photographs
- Performs related work as required.

### **Examples of Work**

Responsible for the creation, preparation, design, and dissemination of informational material, which may include news releases, newsletters, annual reports, website management, flyers, brochures, multi-media advertising campaigns, newspaper ads and promotional activities; design logos/artwork; and take photographs including award ceremonies and/or projects.

Responsible for coordinating and producing audio, visual and video information including Power Point presentations; website design; and radio on-air programs.

Contact, respond to and coordinate with individuals from government agencies, community organizations, professional and citizen advisory groups, schools, churches, and other interested parties concerning the status of various LENRD projects, policies, procedures, activities, programs, etc. and provide informational/promotional materials as needed.

Responsible for conservation award programs/ceremonies including designing and ordering awards; taking photographs of award winners; design/print invitations, etc.

### **Knowledge, Ability and Skill**

Considerable knowledge of the preparation of written/electronic public information items such as news releases, newsletters, brochures, social media, websites and PowerPoint presentations.

Considerable knowledge of the preparation of audio, visual and video information.

Ability to coordinate, compile and prepare reports from a variety of information sources.

Ability to establish and maintain professional and effective working relationships with individuals from a variety of government and community agencies, co-workers, and a diverse public.

Ability to communicate effectively orally, visually and in writing.

Considerable skill in the use of electronic, video/photographic and audio production equipment with experience in software including PowerPoint, Excel, Adobe InDesign, Photoshop, and desktop publishing software.

Must be able to lift and carry 50 pounds or more and travel to field sites.

### **Desirable Training and Experience**

Graduation from an accredited four-year college or university with major course work in broadcasting, journalism, communications, marketing, business or public administration emphasizing public relations, public affairs and public information, plus two (2) years experience performing public relations work and/or producing public information materials.

### **Minimum Qualifications**

Graduation from a two year or technical college with a degree in broadcasting, journalism, communications, marketing, public relations, public affairs and/or public information; or any equivalent combination of training and experience which provides the desirable knowledge, ability, and skill.

### **Necessary Requirements**

Possession of a valid State of Nebraska driver's license when operating a vehicle is necessary to the satisfactory performance of assigned duties.

***This description was prepared to indicate the kinds of activities and levels of work difficulty required to the position. It is not intended as a complete list of specific duties and responsibilities.***