

## **JOB TITLE**

Outreach and Media Manager

## **JOB SUMMARY**

The Mystic River Watershed Association (MyRWA) seeks an Outreach and Media Manager to amplify our work and help connect us to the diverse communities in the watershed. This person will join a dynamic, collaborative team working to increase awareness about environmental pollution, climate and ecological resilience, and safe recreation.

## **ABOUT THE MYSTIC RIVER WATERSHED ASSOCIATION**

The Mystic River Watershed Association (MyRWA) was founded in 1972. Our vision is a vibrant, healthy and resilient Mystic River watershed for the benefit of all our community members. To achieve this, MyRWA is protecting water quality, restoring important habitats, building climate resilience, transforming parks and paths, and inspiring youth and community members.

Our Mystic Greenways program creates and connects 25 miles of parks and paths along the Mystic River and its tributaries. Our education program engages over 1,000 youth and families in STEAM education focused on nature close to home. Hundreds of volunteers help us document and improve water quality, river herring, and urban heat islands, as well as help reduce trash and remove invasive weeds. Finally, MyRWA founded and co-leads the Resilient Mystic Collaborative, a watershed-wide partnership among cities and towns to protect people and places from climate change.

This is an exciting time to join a highly collaborative and dedicated staff. MyRWA has a staff of 15 team members, a dedicated Board of Directors, and an annual budget of more than \$5 million. As an organization committed to incorporating racial equity and justice throughout our programs and operations, we have embarked on a two-year training and strategic plan update to ensure that we are fully living into these values.

## **RESPONSIBILITIES AND DUTIES**

This position will build visibility of MyRWA's programs and impact, as well as connect communities to this resource. The Outreach and Media manager will communicate our work through multiple digital and in-person channels. They will report to the Engagement Manager and will work closely with the Greenways Program Manager, Environmental Resiliency Manager, Climate Resilience Manager, Watershed Scientist, and Community Organizer. We anticipate the following split of work:

### **Public Outreach (40%)**

- Support outreach and public engagement for on-the-ground projects, including:
  - Coordinating public meetings and on-site events

- Managing surveys and other opportunities for public input
- Creating and distributing printed materials
- Sending targeted emails about project updates
- This position will primarily focus on public outreach for greenways and green infrastructure projects (such as infiltration trenches)
- Coordinate MyRWA's tabling efforts at events throughout the watershed. These events include festivals, education fairs, farmer's markets, and more.
  - Work with the Watershed Educator and Engagement Manager to develop engaging hands-on activities
  - Create and update tabling materials
  - Manage MyRWA's River Rep outreach volunteer program
  - Manage MyRWA's outreach strategy, with particular focus on increasing opportunities in underrepresented communities
- Support MyRWA's keystone events and activities, including:
  - Earth Month
  - The Herring Run & Paddle
  - The Mystic Youth Celebration
  - MyRWA's Annual Meeting

#### **Building MyRWA's Media Presence (40%)**

- Work with other MyRWA team members to develop timely and thought-provoking op-eds, press releases, media advisories, action alerts, and blog posts
- Strengthen and build relationships with local, regional, and national press outlets
- Support the Senior Policy Advisor in hosting press events and appreciation events for legislators
- Coordinate the EPA Three Rivers Report Card release
- Engage with photographers and videographers to help build MyRWA's archive of compelling, high quality media
- Explore opportunities for MyRWA to share our work on Community Access TV and radio stations

#### **Communications (20%)**

- Edit, write and design content that communicates MyRWA's stories across multiple platforms (social media, website, e-news, PPT presentations/zoom and other collateral) and through multiple viewpoints
- Work with the Engagement Manager, Watershed Scientist, Climate Resilience Manager, Community Organizer, and other staff to develop and execute communications plans for our public health campaigns.
  - Some of the current topics for public health campaigns are:
    - Preparing for Extreme Heat
    - Preparing for Sea Level Rise and Stormwater Flooding
    - Fishing Safely

- Clean Water for River Recreation
- Combined Sewer Overflows
- Greenways for All
- Air & Chemical Pollution

### **WHO WE ARE LOOKING FOR**

There are innumerable ways to learn, grow and excel professionally. We know people gain skills through a variety of professional, personal, educational, and volunteer experiences. We respect this when we review applications and take a broad look at the experience of each applicant. We want to get to know you and the unique strengths you will bring to the work. This said, we are most likely to be interested in your candidacy if you can demonstrate the majority of the qualifications and experiences listed below.

### **The ideal person for this position:**

- Strong verbal and written communication skills
- Strong interpersonal skills and likes people. A major part of this job is interacting with residents and volunteers
- Experience and interest in journalism and multi-media communications
- Interest in helping their local environment and improving public health
- Ability to manage multiple tasks/projects at the same time
- Ability to work independently to develop and execute priorities and also work together in a dynamic team environment
- Has a driver's license. Most days a bicycle and public transit works fine.
- Is proficient in Microsoft Office Suite (Word, Excel, PowerPoint) and Google Suite.

### **Position preferences**

The following skills and experiences are preferred but not required:

- Prefer candidates with bachelor's degree with relevant work experience. Non-degreed candidates with equivalent skills and three years of work experience are strongly encouraged to apply.
- Knowledge of a second language relevant to our watershed (e.g., Spanish, Haitian Creole, Chinese, Vietnamese, Portuguese, French) is preferred but not required.
- Basic graphic design skills are a plus (e.g., Canva)

MyRWA seeks to be representative, at all job levels, of the people we serve in our watershed. We are an equal opportunity employer and we encourage applications from people of color, LGBTQIA people, people living with disabilities, military veterans, re-entry citizens and other under-represented populations.

### **WHAT WE OFFER**

This is a full-time position with the Mystic River Watershed Association with a salary range of \$52,000 to \$62,000 dependent on experience and skills. Our paid time off policy includes 15 days



paid vacation in your first year of employment and rises to 20 days in your second year of employment. We offer 12 paid holidays, and 6 sick paid days per year. MyRWA benefits include health insurance (MyRWA covers up to 80% of employee premiums), immediate eligibility for participation in a 401k retirement plan with a 4% employer match and paid parental leave.

### **WORK EXPECTATIONS AT MyRWA**

We are a hands-on team and seek employees who are passionate about our work and service to our community. We are currently working in a hybrid format with most staff members coming to the office 1-2 times per week.

We continue to adapt to safety protocols related to COVID-19 as we understand them. For the safety of the community, all MyRWA employees are required to be vaccinated.

Our office is located in the town center of Arlington, Massachusetts. Free street parking and bike parking is available next to our office, which is a 1-minute walk from the 77 and 79 bus lines on Massachusetts Avenue. Local travel within the watershed area is anticipated, including opportunities to work at external events. This position is a total of 40 hours per week, with typical hours being Monday-Friday, 9 am to 5 pm. Exceptions to this schedule are based on community events with some night and weekend hours. Staff members are expected to flex time appropriately. This role may involve minor physical activity.

### **HOW TO APPLY**

Please send resume and one page on why you'd be a good fit for the job to [jobopportunity@mysticriver.org](mailto:jobopportunity@mysticriver.org) with the subject line Outreach and Media Manager. No calls, please. **Preference will be given to applications submitted by June 19th.** The position will be open until filled.