

JOB TITLE: EDUCATIONAL OUTREACH AND COMMUNICATIONS SPECIALIST

The Springfield Water and Sewer Commission (SWSC) is seeking a highly motivated and engaging candidate to work as the Educational Outreach and Communications Specialist at our Administration Offices in Agawam, MA. The Educational Outreach and Communications Specialist is responsible for developing, planning, and coordinating SWSC's education and outreach programs.

The water and wastewater sector is currently undergoing significant technological advancements and personnel changes. The work of this position will help cultivate and support the region's next generation of water and wastewater professionals, and help build public understanding of and support for the water/wastewater sector. This individual will act in close coordination with the Commission's Communications Manager and will also provide support to the Commission's public/media relations, governmental relations, and internal communications programs and activities. The objective of this position is to develop environmental education programs and partnerships (both in-house and within schools) that increase awareness of the function and importance of the water/wastewater sector and of opportunities for careers in water/wastewater, while also expanding the general public outreach capacity of the Commission.

About SWSC: SWSC was established in 1996 as an independent public regional water and wastewater utility. SWSC employs approximately 250 people in roles ranging from engineering, laboratory services, construction, labor, customer service, and professional services, all of which serve 250,000 retail and wholesale customers in the lower Pioneer Valley through a regional water and wastewater infrastructure system. Governing oversight is provided by a three-member Board of Commissioners that is appointed by the Mayor of Springfield, with an executive director managing day-to-day operations. SWSC is not affiliated with any department of the City of Springfield and maintains its own budget, personnel, assets, policies, and procedures.

Mission Statement: SWSC's mission is to provide an uninterrupted, high-quality supply of water to our customers, to collect and treat wastewater, and return clean water to the environment.
www.waterandsewer.org

ESSENTIAL DUTIES AND RESPONSIBILITIES include, but are not limited to the following:

- Cultivates relationships with area schools (particularly high and vocational schools) to develop environmental education or STEM partnerships and programs that expose students to issues related to drinking water treatment, wastewater treatment, watershed protection, and water pollution and educates them on the Commission's mission and operations.
- Develops Commission-branded student educational materials or programs that can be utilized by teachers and other educators for use in lessons and curriculum about the water industry and local water supply/infrastructure.
- Develops general educational and outreach materials that teach students and the public about water/wastewater treatment, and/or history of the Commission (e.g. local installations, information booths/kiosks, documentaries, etc.).
- Works with existing environmental educational/STEM outreach programs hosted by the Commission to update/modify/adapt them to meet current needs.

- Works with the Executive Director, Communications Manager, and Human Resources Manager to develop outreach strategies and materials related to workforce development initiatives with community colleges, vocational institutions, and other industry or related groups.
- Contributes to the development, planning, and implementation of general public/media relations, public education, community outreach, and internal communications activities.
- Acts as an alternate Commission spokesperson that speaks to a variety of news media, community, governmental, water/wastewater industry, and special interest groups regarding activities and services.

KNOWLEDGE, ABILITIES AND SKILLS: Include, but are not limited to the following:

- Experience developing and implementing educational programs/exhibits/materials, particularly in environmental or STEM fields, for a variety of age groups.
- Experience developing relationships, partnerships, and programs with Springfield area teachers and school administration is desired.
- Ability to express oneself clearly both in oral and written form.
- Experience in administrative analysis, research, and preparation of reports.
- Ability to effectively prepare and deliver presentations at public meetings before a variety of diverse groups.
- Ability to establish and maintain effective working relationships with staff, supervisors, the general public, community groups, members of the media, and government officials.
- Proficient computer skills and knowledge of Microsoft Office Suite including Word, Excel, PowerPoint, Outlook, and Publisher.
- Experience with Adobe suite products (InDesign, Photoshop, Illustrator, etc.) a plus.

MINIMUM EXPERIENCE AND TRAINING:

This individual will have a minimum of a Bachelor's degree in education, communications, public relations, marketing or a related field from an accredited four-year college or university and five years of education/communications/public relations/public outreach experience. Previous experience in a utility or the drinking water and/or wastewater industry is a plus.

CERTIFICATES, LICENSES, REGISTRATIONS:

- Must possess and maintain a valid Driver's License.

Qualified candidates should send their resume, cover letter and salary requirements to Stephanie.douglass@waterandsewer.org.

EOE/AA