



COLORADO RIVER DISTRICT

PROTECTING WESTERN COLORADO WATER SINCE 1937

POSITION: Director of Public Relations

FLSA: Exempt

POSITION SUMMARY:

- Public Outreach and Education: This position keeps the public informed of the Colorado River District's (CRD) activities, positions and policies. Develops and implements long term and short term District wide communications plan, outreach and education programs with public, private groups and state agencies through public speaking and the use of various media on water, water-related and other activities related to the organization. Designs, implements and oversees District social media content and campaigns.
- Marketing, Branding and Development of Content: Assists in the creation and maintenance of a favorable and professional public image for the District. Editor/author of District written publications such as quarterly reports, press releases, newsletters, special reports and other internal and external communication products. Coordinates uniform Districtwide branding. Manages contracts and contract personnel, as needed, for creative publications and products. Capable of creating visual and written creative content consistent with District brand.
- Creates creative content and marketing for Community Funding Partnership program.
- Press Relations: Oversees the Development and maintenance of relationships with press outlets and coordinates responses to press inquiries. Drafts and/or oversees drafting and timely issuance of press releases and public relations strategies for District campaigns.
- Events: Leads in the organization of CRD's Annual Water Seminar and public education forums throughout the 15-county territory — including annual State of the River meetings. Manages outreach to civic organizations throughout the District aimed at elevating constituent understanding of critical water issues and the activities and purpose of the CRD.
- District Representation: Leads or participates in various external, collaborative efforts to further District's mission, such as representing the CRD as needed with related water organizations both within the state and on an interstate basis. Represents the District at community functions and makes presentations at public events.
- Management: Manages and supervises Deputy Director of Public Relations. Reports to General Manager.
- Travel: Position will typically involve significant travel throughout the District's 15-county territory as well as occasional interstate travel. Must maintain a valid driver's license.

TYPICAL EDUCATION AND EXPERIENCE REQUIRED:

Bachelor's degree in English, journalism, public relations, communication, business, marketing or related field or equivalent combination of education and/or work experience. At least five to ten years' experience in public relations and/or communications including experience designing and implementing organizational communications plans. Possesses outstanding written and oral communication skills, proven ability to manage complex projects, work independently and use sound judgment and discretion. Knowledge of Colorado water and natural resource issues, policy and/or administration desirable.

SKILLS AND COMPETENCIES:

In addition to the educational and experience requirements, the following skills are essential to the job:

- Excellent verbal and written communication skills with ability to communicate succinctly, effectively and professionally.
- Must be creative and have an exceptional eye for detail and consistency with District Brand.
- Ability to work with professionals, the public, other organizations and government agencies, and oversee the work of others.
- Excellent public speaking and presentation skills.
- Leadership and teamwork. Able to lead and work collaboratively with River District staff, constituents and other entities on complex issues.
- Ability to work with River District staff and external partners to organize and execute events.
- Advanced computer skills, including database management, a variety of creative content software and web design and layout.
- Ability to create and implement social media campaigns.

ESSENTIAL FUNCTIONS:

1. Manage the River District's public information efforts, including the issuance of press releases, response to media and public information inquiries.
2. Create regular newspaper guest columns throughout the District boundaries and state covering relevant District activities/initiatives and general water information.
3. Represent the River District on various committees or Boards as needed, such as Water Education Colorado, Colorado River Water Users Association, Colorado Water Conservation Board and Colorado Water Congress.
4. Oversees the development, management, functionality and maintenance of the organization's website.
5. Oversees, maintains, analyzes and updates the organization's social media platforms. Trains and supervises others to assist in development and posting of content.
6. Works closely with General Manager, the Director of Government Relations and the Director of Strategic Partnerships to further the outreach and advocacy efforts of the District.
7. Oversees and directs the activities of advertising, communications and design consultants.
8. Oversees and develops marketing and communications strategies to influence public opinion and promote ideas, branding and District services including but not limited to the Community Funding Partnership.
9. Develop and implement District outreach, marketing and branding efforts.
10. Develops and implements budgets related to information, outreach, marketing and branding.
11. Coordinates and strategically markets District's programs and educational events and Community Funding Partnership.
12. Develop and present creative and engaging educational materials for a wide range of audiences.
13. Prepares, evaluates and proofs organizational publications.
14. Oversees the distribution of mass emails and maintenance of associated databases and

distribution lists.

15. Presents to civic, professional and other interested organizations on issues of relevance.
16. Schedules speaking engagements and assists in preparation of speeches and presentations for organization officials.
17. Other tasks as assigned by General Manager, General Counsel or Chief of Operations.