



JOB DESCRIPTION

COMMUNICATIONS MANAGER

FLSA STATUS:	Exempt	GRADE: 10
REPORTS TO:	Executive Manager of Administration	DIVISION: General
WORK LOCATION:	Temporarily located in Seguin, Texas	
	Location will permanently transition to New Braunfels, Texas in 2019	
EFFECTIVE DATE:	04/2018	

SUMMARY

The Communications Manager is responsible for leading the overall development and execution of GBRA's internal and external communications strategy, public relations and social media platforms. This position is responsible for providing GBRA's stakeholders and the public with information pertaining to GBRA's purpose, goals, programs, projects and accomplishments in an open and forthright manner. Responsibilities include; all publications and literature including setting guidelines for appearance and content, advertising, media relations, and press releases. This position also provides public relations support and assistance to the Executive Team, Board of Directors, and outside PR consultants.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Leads strategic internal and external communication efforts through the development of communication plans, message development, media efforts and public relations.
- Directly manages communication activities that promote, enhance, and protect the organization's reputation to both internal and external audiences.
- Support GBRA's strategic and operational initiatives by utilizing processes and communication technologies.
- Reviews, updates and implements GBRA's employee communication strategy to keep employees informed and connected.
- Oversee organizational response to inquiries about GBRA.
- Maintain the internal and external company branding initiatives including web presence, style, content of communication, and standards for presentation materials.
- Track, analyze, and make recommendations on using media to advance GBRA's communications.
- Implement and manage the use of outside resources and vendors, including any contracted writers, public relation firms, media, etc.
- Represent GBRA and coordinate with stakeholders in areas of joint interest including; stakeholder communications, community outreach, and strategic initiatives.

- Maintain awareness of evolving industry trends, market developments and/or regulatory changes that may impact GBRA
- Develop overall policies and guidelines, as well as specific programs and projects, for GBRA.
- Provide materials, research, conduct special assignments, and handle general inquiries as requested by senior management.
- Coordinate requests by media, public officials and others for interviews and speeches with administration and staff.
- Coordinate the development of GBRA's corporate communications materials and publications; including special projects. Insure conformity with mission statement, goals and publication guidelines.
 - Annual Financial Report (CAFR). Coordinate preparation with Accounting Department. Assist with updating Master Mailing List, cover design, bids, printing and mailing.
 - Water Resources Report. Topic and photo selection, writing, supervise design, and printing and mailing.
- Update and maintain the master mailing list as well as the media contact list.
- Develop, index, and archive public communication filing. Coordinate efforts with Records Manager.
- Provides public information and media contact assistance during rainfall and flood events.
- Oversee activities and events that create organization awareness.
- Assist with regional planning, write GBRA portion of TWDB newsletters and Fact Sheets, send reports to basin officials and provide details on programs to GBRA constituents.
- Coordinate GBRA participation, communicate with state agency officials, and prepare annual summaries,
- Perform other duties as assigned.

KNOWLEDGE/SKILLS/ABILITIES

- Ability to develop strong, collaborative relationships with both internal and external stakeholders
- Ability to interface effectively with government officials, media, special interest groups, employees and community partners
- Skilled in planning leading and managing creative communication projects.
- Strong writing, editing, proofreading, layout and design, professional printing/publishing skills are essential, including ability to present concepts verbally
- Superior project management and time management skills
- A wide degree of creativity and latitude
- Strong knowledge and understanding of current trends in digital media/social media

EDUCATION/CERTIFICATIONS

Bachelor's degree in English, Communications, Political Science, Public Affairs, Journalism, or a related field from an accredited college or university is required. Master's degree preferred.

Current valid driver's license and ability to remain insurable under GBRA's vehicle liability policy

EXPERIENCE

Minimum five years of progressively responsible experience managing communications and media relations including development and implementation of a strategic communications plan.

Minimum two years of experience with social media platforms.

MANAGERIAL RESPONSIBILITIES

Yes

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Standard physical activity such as periodic standing, walking, sitting, and basic motor skills to operate necessary computer programs.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

ACKNOWLEDGEMENTS

Employee Signature

Date

Supervisor Signature

Date

The above statements are intended to describe the general nature and level of work performed by individuals assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. Management retains the right to add or to change duties, education/experience/skills requirement of the position at any time.