

California Water Data Consortium Job Posting: Communications and Outreach Manager

About us

The California Water Data Consortium (Consortium) is an independent, nonprofit organization created by a partnership of state agencies and others to ensure that we have the best possible information about our state's water so that we can make decisions that will allow California to continue to prosper in the face of unprecedented climate challenges.

We do this by bringing people and institutions together to exchange ideas, synthesize information, and design new ways to share data. We conduct research, host panels and webinars, and communicate across the field about how to build a resilient, prosperous future using the best possible information.

We are adding a dedicated communications and outreach person to our team to allow us to continue to build our influence in making sure that decisions about water are made using timely, accurate, easily accessible, and publicly available data to guarantee California's long-term success.

Location

This role will function primarily as a remote, work from home position with travel for meetings, interviews, or other convenings in Sacramento or other parts of California. The candidate must be based in California. Travel is estimated to be approximately 10% of total time depending on meeting frequency and duration, and location.

Communications and Outreach Manager: Responsibilities

The Communications and Outreach Manager will report to the Chief Executive Officer (CEO). The Communications and Outreach Manager will lead all internal and external communications, ensuring consistency, effectiveness and stewarding and enhancing the Consortium's reputation among stakeholders. They will also be responsible for developing strategic partnerships with a broad array of interested parties, including academia, utilities, NGOs, the private sector, philanthropy, and others.

Strategy Development

- Contribute creative and strategic thinking and leadership to the organization, including exploring innovative ways to inform and engage diverse audiences across platforms and venues, tracking and engaging in external outreach and communication, and building and maintaining partnerships.
- Ability to engage in big picture thinking while being grounded in every aspect of messaging, outreach, and strategy development and execution.
- Work with the Board of Directors and organization staff as a strategic partner offering compelling ideas for communicating about the work of the Consortium and the value of this work.
- Work with the Board of Directors and organization staff as a strategic partner offering compelling ideas for developing partnerships to support the Consortium's mission.
- Direct and steward a clear and consistent identity, voice, and design for the Consortium's brand and reputation, in partnership with the CEO and staff.
- Improve coordination and communication with state entities to better incorporate state feedback and to improve state knowledge of water data.

Communications Activities

- Research, write, edit, and manage digital and print content, including but not limited to speeches and talking points; blogs and other web content; social media posts; one-pagers; briefings/background papers.
- Support fundraising activities, including: Develop or improve existing fundraising materials and presentation decks for use with water agencies, agriculture, other partners; write (or assist) with grant applications; write (or assist) with grant and contract progress/final reports.
- Review and provide feedback on content generated by other staff or by partners regarding the Consortium or its projects.
- Oversee website (re)development and maintenance.
- Create or manage graphic design projects.
- Develop presentation decks for public meetings, workshops, conferences, board meetings.

Outreach Activities

- Oversee ongoing outreach and communication with existing partners.
- Support CEO in communications and updates to the Board of Directors.
- In partnership with Board of Directors and Consortium staff develop external outreach strategy, including building new partnerships and collaborations, identifying and, where appropriate participate in, events, conferences, or other venues to build the Consortium's network. Work with staff and the Board of Directors to identify the appropriate attendee for the event.
- Support meetings and convenings to support the Consortium's mission.

Project management

- Manage media relations – when appropriate, determine ways in which the Consortium and its partners, where appropriate, can inform media stories.
- Manage Data for Lunch series, including: Identify, recruit, and manage speakers for the Data for Lunch series; increase sponsorship opportunities; coordinate logistics; facilitate presentations.
- Manage web content (article links, stories, and events).
- Oversee coordination and outreach with partners on their communications activities, including developing press releases and providing quotes to the media.
- Expand the Consortium listserv to reach additional stakeholders and get more engagement for newsletter/updates.
- Manage and enhance internal and external communications and outreach to ensure that staff and board members are connected and informed about work across the organization.
- Create and maintain a content calendar with appropriate holidays, important dates.
- Develop a regular newsletter to update Consortium network on important developments.

Operations

- Work in a collaborative and collegial manner with staff, board, and partners.
- Stay up to date on best practices in non-profit communications and new technologies for use in communications and design.
- Prepare and implement annual work plans and timetables for communication and outreach strategies.

Qualifications

- Bachelor's degree and a minimum of 3-5 years of experience in a relevant field.
- A strong colleague with proven success in providing strategic direction who has the ability to independently drive a function, collaborate as a team player, and interact successfully with all levels of staff.
- Intellectually curious, creative, strategic thinker to contribute ideas, and think broadly, imaginatively, and strategically about Consortium communications.
- Demonstrated strength as a writer: ability to produce compelling, clear, and engaging content.
- Solid understanding of digital strategy and best practices. Technologically adept with a strong understanding of digital technology and social media required including blogs, social networking, and online news outlets.
- Familiarity with legislative outreach is a plus.
- Aptitude for fundraising is a plus.
- High level of maturity and empathy; highly developed interpersonal skills—collaborative and flexible.
- A sense of humor.

Commitment to Diversity and Equal Opportunity Employment

The Consortium is an equal opportunity employer and does not discriminate on the basis of race, color, ethnicity, religion, sex, gender, gender identity and expression, sexual orientation, national origin, disability, age, marital status, veteran status, pregnancy, parental status, genetic information or characteristics, or any other basis prohibited by applicable law.

We are committed to maximizing the diversity of our organization. We encourage all individuals with the necessary skills and experience to apply for this position.

Additional background on the California Water Data Consortium

The [California Water Data Consortium](#) provides an ongoing venue for collaboration and decisions on water data governance among the Partner Agency Team and non-state partners. The public-private partnership that makes the Consortium unique is reflected in the Consortium's governance structure, which includes a 9-member Board of Directors representing a diversity of water and data interests and sectors; an 11-member Steering Committee with 6 state agency representatives and 5 non-state agency partners; and Working Group Co-Chairs.

The Consortium is an independent, 501(c)(3) corporation that seeks grants and funding from philanthropy; local, state and federal governments; and private donors.

Learn more about the Consortium at cawaterdata.org.

Application Instructions

The California Water Data Consortium is a small organization soliciting applications from energetic and passionate candidates who want to make a difference in water management in California. The Consortium offers competitive salaries, including 11 paid holidays and 15 days of paid time off, and a 401k matching program.

Interested candidates should submit a cover letter and resumé to Amanda Miller (amiller@cawaterdata.org) with the subject line "Communications and Outreach Manager". The California Water Data Consortium will be interviewing suitable candidates on a rolling basis until the

position has been filled. Preference will be given to candidates who submit materials by **2/5/2024** at 12pm PST. Please provide all information electronically, no phone calls.