

Position Title: Public Affairs Specialist

Department: Stormwater Management Commission (SMC)

Status: FY26 Budget Request [FLSA Exempt, LC Salary.10]

Position Summary:

The Public Affairs Specialist is responsible for developing, coordinating, and implementing the Stormwater Management Commission's ongoing public information program. This role advances SMC's mission by promoting awareness of stormwater management issues, enhancing public understanding of SMC programs and projects, and fostering engagement among stakeholders, partners, and the broader community. The position is required by ordinance and reports to the Executive Director (or Designee).

Essential Duties and Responsibilities:

- Develop and manage strategic communication plans to support SMC initiatives, programs, and projects.
- Write, edit, and distribute press releases, monthly newsletters, website content, social media updates, and other public information materials.
- Coordinate media relations, including drafting statements, preparing briefing materials, arranging interviews, and responding to inquiries.
- Organize and support public outreach events such as open houses, workshops, educational sessions, stormwater awards, and stakeholder meetings.
- Create and maintain public education campaigns on topics such as flood risk reduction, watershed protection, and sustainable stormwater practices.
- Manage SMC's digital presence, including website updates and social media engagement, ensuring timely and accurate information sharing.
- Collaborate with partner agencies, municipalities, and community organizations to amplify outreach efforts and build relationships.
- Develop informational materials to increase awareness of the unique requirements of stormwater management including brochures, flyers, infographics, and presentations.
- Monitor public sentiment and media coverage; prepare periodic reports for internal and external audiences.
- Serve as Public Information Coordinator during flood response assisting in communication efforts related to storm events, project performance, or emergency response as needed.
- Perform other duties as assigned to support the mission and goals of SMC.

Qualifications:

- Bachelor's degree in Communications, Public Relations, Journalism, Environmental Studies, or a related field.

- 3-5 years of professional experience in public affairs, communications, or a similar field; experience with environmental or governmental communication is preferred.
- Excellent written, verbal, and visual communication skills.
- Proficiency with digital communication tools, including social media platforms, content management systems, and basic graphic design software.
- Strong organizational skills and the ability to manage multiple projects and deadlines.
- Ability to work collaboratively with technical staff, elected officials, community groups, and the public.
- Knowledge of stormwater management, floodplain management, or environmental policy is a plus.

Working Conditions:

- Work is performed in an office environment with occasional travel to field sites, public meetings, and events.
- Some evening and weekend work may be required for public events or emergency communications.