



Mobile Bay National Estuary Program

Job Title:	Community Relations Manager	Job Category:	Technical
Department/Group:	Mobile Bay National Estuary Program	Job Code/ Req#:	N/A
Location:	Mobile, AL	Travel Required:	Local, State, and some US
Level/Salary Range:	Negotiable	Position Type:	FT
Direct Report:	Roberta Swann	Start Date:	Upon offer acceptance
Will Train Applicant(s):	Roberta Swann	Separation Date:	

Office Location: 118 N. Royal St., Suite 601 Mobile, AL 36602, Phone:(251) 431-6409

Background

The mission of the Mobile Bay National Estuary Program (MBNEP) is to promote wise stewardship of water quality and living resources of the Mobile Bay and the Mobile-Tensaw Delta. Established as part of the Clean Water Act and funded by the U.S. Environmental Protection Agency and its state and local partners, MBNEP helps lead local efforts to preserve ecological integrity in coastal Alabama. It is a catalyst for activities of estuary stakeholders, helping to build sound resource management and leverage investment to ensure the health of the estuary. MBNEP's purpose is to encourage a community-based approach to watershed management by citizens, grassroots organizations, government agencies, industry and educational institutions working together to address local environmental challenges. MBNEP's early objectives were to engage these groups in the development of a Comprehensive Conservation Management Plan (CCMP).

The CCMP is a watershed-based action plan presenting a broad range of strategies to be pursued by federal, state, local and private agencies and organizations for the restoration, protection and sustainable management of Mobile Bay's coastal resources. With this plan in place, MBNEP's role is to partner with many different stakeholders, locally, regionally and nationally, to implement the actions identified in the CCMP, coordinate and communicate local needs and actions on a regional and national level, and to improve understanding about this unique estuarine ecosystem and its role in sustaining coastal Alabama's environmental and economic health. Program activities include promoting watershed-scale, science-based measures to improve water quality and living resource populations, management of critical habitats, and increasing citizen stewardship within the watershed. MBNEP facilitates community consensus building and comprehensive watershed planning and implementation.

A major component of MBNEP's role within the community is the ability to cultivate relationships and garner investment in estuary activities from federal, state and local government; private industry; academia and community organizations. This role requires preserving the fine balance of cultural, economic and environmental diversity that make coastal Alabama a unique and desirable place to live and do business. The MBNEP must create a sense of ownership for the Mobile Bay estuary, one of 28 nationally significant estuaries across the United States, bridging local, state, regional and federal organizations in ensuring this estuary's long term health.

Job Objective

The Community Relations Manager will have the unique opportunity to lead the development and implementation of the engagement strategy to advance the goals and objectives of the MBNEP.



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Duties

- Assist the Director in building and maintaining productive working relationships with government, private industry and community leaders.
- Coordinate engagement activities, including educational and/or promotional material composition, to support initiatives (e.g., brochures, website, newsletter, social networking content).
- Coordinate and support Business Resources and Government Networks Committees and support the development and implementation of each committee’s five-year strategies.
- Develop MBNEP public information program, including media management.
- Assist with coordination of public/community meetings to communicate MBNEP initiatives and community issues.
- Participate in building the integrity and credibility of the program through presentations to the public, community relations, media exposure and other external activities.
- Work to ensure that stakeholders and partners (governments, external organizations, companies and individuals) understand the purpose, goals and objectives of the MBNEP.
- Develop superb working relationships within and outside the MBNEP network.
- Organize and schedule all necessary resources required to accomplish tasks and conduct activities.
- Review and evaluate work to ensure quality and timeliness, and ensure quality control in adherence to policies and procedures.
- Execute strategic responsibilities for developing short and long-term management objectives.
- Update job knowledge by participating in educational opportunities; reading professional publications; maintaining personal networks; and participating in professional organizations.
- Protect organization's value by maintaining confidentiality.
- Accomplish organizational goals by accepting ownership for accomplishing new and different requests and exploring opportunities to add value to job accomplishments.
- Other activities as deemed necessary to accomplish job

Skills/Qualifications

Bachelor’s Degree in Marketing, Communications, Public Relations or related field, with post-graduate level in a relevant subject desirable; at least five years of community relations experience in a high-profile position, with responsibility for devising, formulating and implementing communications/engagement strategies; knowledge of local and regional environmental issues; familiarity with a wide range of communication tools and approaches, their potential impact and suitability for an organization like the MBNEP; demonstrated success in communicating complex issues in an easily-understood and engaging way to a wide variety of audiences at all levels using diverse media channels (print, radio, web, TV, etc.); and excellent written and oral communication skills.

Reviewed By:		Date:	
Approved By:		Date:	
Last Updated By:		Date/Time:	