

Communication Specialist Job Description

North Carolina Coastal Reserve & National Estuarine Research Reserve Beaufort, NC

The North Carolina Department of Environmental Quality, Division of Coastal Management's N.C. Coastal Reserve and National Estuarine Research Reserve (Reserve) is seeking a talented individual to join the Reserve team as a Communication Specialist. This temporary position will work out of the Reserve's Beaufort Headquarters, located on Pivers Island. The successful applicant will be an employee of Temporary Solutions and will work 30 - 40 hours/week, for no more than 11 consecutive months in any 12-month period, followed by one month of unpaid leave. Funding for this position is guaranteed for 11 months, with the possibility of extension. The pay rate is up to \$22/hour, based on qualifications. This position currently qualifies for a hybrid telework option with routine office and remote workdays; telework options are subject to change at the discretion of management.

Position responsibilities include:

- Ensure that communication activities align with the missions of the Department, Division, and Reserve
- Coordinate Reserve communication activities with the Division's Public Information Officer and the Department's Public Affairs team, including:
 - Coordinate on media requests
 - Track Reserve activities for Division and Department communication efforts
 - Prepare draft press releases for final review and publishing
- Implement Reserve communication activities, including:
 - Develop outreach campaigns based on Reserve needs
 - Provide communication support for special projects as needed
 - Disseminate Reserve research products and results to increase understanding of their importance to public policy
 - Develop and maintain Web site content, and improve Web-based information in coordination Public Affairs staff
 - Develop content for Reserve's Tidal Flat blog
 - Maintain Reserve's social media presence on Facebook, Twitter, Instagram and Flickr, including creating evergreen content, creating content related to special projects, networking with partners, and monitoring social media analytics
 - Work with partners to enhance communications efforts
- Support general administration of the Reserve, including:
 - Manage Reserve public meetings
 - Support electronic file management
 - Complete general administrative duties
 - Provide support to fulfill external information requests, such as locating compiling and preparing information for distribution

Desired skills and abilities:

- Excellent organizational and time management skills; attention to detail; strong written and verbal communication skills; creativity, initiative and problem-solving capability; and works well in a team environment.
- Ability to identify communication needs and collaborate with Reserve, Division, and Department staff to address needs.
- Ability to recommend and implement communication strategies and messages, gauge their effectiveness, and make necessary adjustments.

- Ability to use video recording equipment and editing software.
- Ability to use Geographic Information System (GIS) software to create maps for communication products.

Required knowledge and background:

- A Bachelor's degree in communications, journalism, environmental education, environmental science, or a related field.
- Social and organizational skills that come from previous work experience that includes communication activities and regular interaction with the public, media, educators, scientists, and government agencies.
- Experience with developing communication strategies and delivering communication messages.
- Experience managing multiple projects simultaneously with incremental deadlines.

How to apply:

Email your cover letter and resume to Whitney.Jenkins@ncdenr.gov by Thursday, October 6. Please include three professional references in your application materials.