



**NORTHWEST FLORIDA WATER MANAGEMENT DISTRICT  
JOB OPPORTUNITY ANNOUNCEMENT  
Affirmative Action/Equal Opportunity Employer/Drug-Free Workplace**

**JOA #:** 22-16      **Position #:** 111005      **Posting Date:** 5/26/2022      **Application Deadline:** Until filled  
**Position Title:** External Affairs Specialist      **Starting Salary:** 45,000.00  
**Job Location:** Headquarters - Midway, FL *Located 10 miles west of Tallahassee on Hwy. 90*

**Minimum Qualifications:**

Bachelor's degree in political science, communications, public relations, marketing or a related field, and two years of relevant experience; or a Master's degree and one year of relevant experience. Strong writing and communications skills, knowledge of various social media channels and web design experience.

**Special Abilities:**

- Excellent speaking, writing, communications and publication development skills.
- Thorough knowledge of the Florida legislative process.
- Knowledge and experience in web and graphic design programs, including: HTML, CSS, Dreamweaver, Adobe Acrobat Professional, and desktop publishing tools, including Adobe Photoshop, InDesign and Illustrator.
- Proficient in Microsoft Office Suite, including: Word, PowerPoint, Excel, etc.
- Proficient in the use of LobbyTools and other relevant legislative websites.
- Knowledge of various social media channels and the ability to use them strategically to reach key audiences.
- Ability to closely coordinate with technical District staff and translate scientific and technical material into understandable material both for the general public and specific industry and interest groups, including agricultural, utilities and other groups.
- Additional abilities include establishing and maintaining positive working relationships with employees and Governing Board members; interacting with the public in a mature, professional manner; excellent communications skills; ability to work well under pressure and meet deadlines; ability to work both independently and cooperatively with Communications and technical staff.

**Description of Position:**

This is a professional position that will play an integral role in carrying out the District's external affairs and public information activities, including management of the District's online presence through the development of website content and social media activities, planning and executing external events, and representing the District at community events. The External Affairs Specialist will also assist in the design, production and dissemination of printed communications materials.

- This position reports directly to the Chief of Staff
- Works closely with the Director of Communications and Chief of Staff to assist in external affairs, communications and government relations
- Assists in planning and executing external events including ribbon cuttings, paddle tours, legislative tours, etc.
- Develop and publish social media content to establish online presence and advance the agency and our news
- Help design, produce and generate content for educational publications, including brochures, fact sheets, etc., relating to educating the public about the District's missions and activities
- Serve as back-up to for District external affairs office (communications and government relations)
- Represents the District and engages the public at community meetings, outreach events, and other events throughout northwest Florida
- Help develop and implement strategic communications and advocacy campaigns, designed to continually educate and update the public on District activities and translate complicated issues into easily understandable terms
- Responsible for overseeing bill analysis preparation, completion and response
- Assist communications office with updating and maintaining District's website
- Responsible for assisting constituents with addressing and resolving issues
- Performs other duties as required.

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**How to apply:** Submit a Northwest Florida Water Management District Application and resume to: [human.resources@nfwwater.com](mailto:human.resources@nfwwater.com) ; or fax to 850.539.2777; or mail to 81 Water Management Drive, Havana, FL 32333

**NOTICE TO APPLICANT:** We hire only U.S. citizens and lawfully authorized alien workers. If you need an accommodation in order to participate in the application/selection process, please notify the Office of Human Resources at (850) 539-5999 in advance.

A separate application must be submitted for each Job Opportunity Announcement indicating the position number and title for which you are applying. Applications must be received in the Office of Human Resources by 5:00 p.m. of the deadline date in order to be eligible for consideration. Preference will be given to certain veterans and others related in accordance with Chapter 295, Florida Statutes, Veterans Preference Law. Applicant must provide the required proof of preference at the time of submitting an application for a vacant position. Males between the ages of 18 and 26 are required to provide proof of Selective Service Registration prior to employment or promotion.