



Communication & Outreach Specialist

Job Description

Ohio River Valley Water Sanitation Commission (ORSANCO)

Title: Communication & Outreach Specialist

Department: Communication & Education

Reports to: Director of Communication and Outreach

Location: Cincinnati, OH

FLSA Status: Non-Exempt (Full-time)

Salary Range: \$41,931-\$56,356

Date Revised: August 2025

Position Overview

The Communication & Outreach Specialist serves as a vital bridge between The Ohio River Valley Water Sanitation Commission (ORSANCO), its nonprofit affiliate—the Foundation for Ohio River Education (FORE), ORSANCO compact member states, and the communities we serve. This position helps translate technical water quality data into accessible and relatable public information, while advancing strategic engagement, collaborative outreach, program scheduling, event planning, and transparent communication to build water quality awareness across the Ohio River Basin.

Reporting to the Director of Communication and Outreach, the Specialist assists with a range of public-facing programs that highlight ORSANCO's science and stewardship while fostering basin-wide engagement. This role blends communication, outreach, program and event coordination, and project management with a strong emphasis on public information dissemination, multimedia storytelling, and building community connection with the Ohio River and its waterways.

Key Responsibilities

This position will collaborate with the Director to:

- Shape public information and outreach strategies that reflect ORSANCO and FORE's mission and community values.
- Coordinate media relations, including drafting press releases, managing media contacts, and scheduling interviews that promote organizational initiatives.

- Lead the creation and management of content for outreach platforms—including websites, social media, newsletters, annual reports, and press releases—with science based relatable messaging that communicates the importance of water quality and river science.
- Capture and produce multimedia content (photo, video, graphics) to tell the ORSANCO story and highlight the connection between communities and their waterways.
- Design and implement branding, messaging, and audience engagement strategies across print and digital platforms.
- Develop and publish materials that promote program visibility, public involvement, and basin-wide alignment across member states.
- Coordinate outreach and awareness campaigns, manage digital content scheduling, designing graphics, and promoting education programs, events, and success stories.
- Work across departments to translate complex scientific data into public-facing materials, reports, visuals, and maps using storytelling tools.
- Maintain and update both the ORSANCO and FORE websites, ensuring accurate, relevant, relatable, and engaging content.
- Support external funding and resource development by assisting with grant research, application preparation, donor engagement, and partner communication.
- Oversee the Ohio River Sweep litter cleanup program, including coordination with staff, public event facilitation, promotion, and public engagement.
- Plan, schedule, and coordinate programs, public events, and outreach activities in collaboration with staff, partners, and volunteers.
- Coordinate public-facing events, campaigns, and community programs with a focus on logistics, outreach, and measurable impact.
- Serve as a public representative, presenting on behalf of the organization at conferences, meetings, and community forums.

Qualifications

- Bachelor's degree in Communication, Public Relations, Marketing, Multimedia, or a related field with demonstrated experience in event planning, media relations, public engagement, and digital storytelling. Background in Biology or Environmental Science is a plus.
- 3–5 years of relevant experience in the field of communication is strongly desired. Additional experience working with nonprofits, event planning, project management, and public outreach preferred.

- Strong verbal and written communication skills with the ability to adapt complex information for public audiences across multiple platforms.
- Demonstrated skills in multimedia content creation (photo, video, audio, and graphics) for digital platforms.
- Experience with press releases, social media campaigns, content creation, and community outreach.
- Strong organizational and project management skills; experience with grant writing, event planning, and/or volunteer coordination is a plus.
- Familiarity with GIS mapping, website management, social media tools, and publication design preferred.
- Willingness to travel, work some evenings/weekends for outreach events, and transport program equipment.
- Valid driver's license and insurable driving record required.

Compensation & Benefits

ORSANCO offers a comprehensive benefits package designed to support the well-being and professional growth of its employees. This package includes a variety of health, retirement, and work-life balance benefits to ensure that employees are both supported and motivated in their roles.