



# JOIN OUR TEAM

## COMMUNICATIONS ASSOCIATE

### **Naugatuck Valley Council of Governments (NVCOG)**

**Location:** Waterbury, Connecticut

**Department:** Communications and Community Engagement

**Employment Status:** Full-Time

**Reports to:** Communications and Community Engagement Coordinator

## SCOPE OF WORK

The Communications Associate supports NVCOG's outreach, media relations, and stakeholder engagement efforts by creating clear, compelling written content and maintaining consistent messaging across digital and print platforms. This role focuses on producing high-quality communications materials including press releases, social media copy, newsletters, and reports, while strengthening NVCOG's visibility through media outreach, tracking, and engagement. The position also provides support for public events, digital campaigns, and website updates. The ideal candidate is a creative communicator who loves to write, can independently identify compelling stories within government and planning work, and has a talent for translating technical subjects into engaging content. Your writing will help residents understand important initiatives, strengthen transparency, and elevate the visibility of public programs across 19 communities.

## ESSENTIAL DUTIES & RESPONSIBILITIES

The employee may not perform all the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

- Develop and draft press releases, newsletters, blog posts, social media copy, project updates, and written content for reports.
- Create engaging content that highlights NVCOG initiatives, identifies compelling stories, and communicates impact.
- Draft op-eds, talking points, and campaign messaging for leadership and partner communications.
- Maintain and expand NVCOG's media contact list; coordinate with journalists and pitch story ideas.
- Track and compile media coverage and monthly communications performance metrics.
- Maintain and update website content to ensure accessibility, timeliness, and clarity.
- Support digital public engagement via newsletters and digital campaigns.

- Assist with planning and implementing public engagement events and provide on-site communications support.
- Manage and facilitate virtual meetings and webinars using Zoom.

## **KNOWLEDGE, SKILLS, & ABILITIES**

- Exceptional writing, editing, proofreading, and storytelling skills.
- Ability to simplify complex subjects and tailor content for different audiences and platforms.
- Experience managing organizational social media accounts and reviewing basic analytics.
- Strong organizational and project-management abilities with attention to detail.
- Experience with tools like Canva, Mailchimp, and WordPress.
- Proficiency with Microsoft Business Suite; familiarity with Adobe Creative Cloud (InDesign, Photoshop) preferred.
- Ability to work collaboratively across internal teams and with external partners.
- Basic photography or videography skills (capture and editing).
- Knowledge of regional planning, transportation, environmental issues, or public policy is a plus.

## **PHYSICAL DEMANDS & WORKING ENVIRONMENT**

Work involves both office and field settings, requiring periods of sitting or standing, use of office equipment, and travel to various locations. Fieldwork may occur on uneven terrain and in variable weather. Some evening or weekend meetings may be required. Hybrid work is permitted at least one day per week at the supervisor's discretion.

## **EDUCATION & EXPERIENCE**

Bachelor's degree in communications, journalism, public relations, political science, or a related field; or an Associate's degree with 1-3 years of work experience; or extensive work experience in the area of government or non-profit communications.

## **COMPENSATION & BENEFITS**

- The NVCOG has authorized a salary range of \$60,000-to-\$65,000 for this position, with the potential for higher compensation based on experience and qualifications.
- NVCOG provides fully paid comprehensive health insurance (medical, vision, prescription, dental) and a 100% employer-funded retirement plan designed to support the well-being of our employees and their families, including generous paid vacation, life and disability insurance, and opportunities for ongoing professional development.

## **HOW TO APPLY**

Please submit a cover letter, resume, and representative examples of your relevant work and writing to Desira Blanchard, Communications and Community Engagement Coordinator, NVCOG at [jobs@nvcogct.gov](mailto:jobs@nvcogct.gov).

The Naugatuck Valley Council of Governments is an equal opportunity employer. Employment decisions are made without regard to race, color, religion, sex, sexual orientation, gender identity or expression, age, disability, veteran status, or any other protected characteristic under applicable law.