



Advocacy & Accountability

Representing over 3 million people in Massachusetts since 1985

Position Description

Community Insights & Engagement Lead

Position Snapshot

This role is about substance, not spin. We're looking for someone who can pair sharp analytical skills with creative communication chops – the kind of person who can take a dense spreadsheet, a policy proposal, or a stack of budget notes and pull meaning out of it. You don't need to be an Excel wizard, but you do need to be comfortable enough with data to see the story in the numbers and translate it into plain English, visuals, or campaigns.

That grounding in substance is what fuels the outward-facing work: managing our CRM, keeping our membership engaged, and leading digital campaigns, social media, video, and podcast initiatives. The ideal candidate has the curiosity to dive into unfamiliar topics, the skill to simplify them, and the creativity to share them with the people who need to know.

Duties & Responsibilities

Analysis and Translation

- Review and interpret budget data, survey results, and other numerical information.
- Identify key insights and translate them into accessible communications for multiple audiences.
- Quickly get up to speed on complex topics (legislation, operations policy, environmental regulation) and tailor messaging accordingly.
- Support formatting, proofreading, and layout of major publications such as the Integrated Budget Comments and Recommendations and the Annual Water and Sewer Retail Rate Survey.

Communications and Digital Engagement

- Develop, propose, and lead digital and social media campaigns.
- Draft and manage email outreach through Constant Contact or similar platforms.
- Maintain and update the Advisory Board's website (WordPress-based).
- Manage the Advisory Board's social media presence; serve as the office's lead in this space.
- Draft blog posts, newsletters, and website content.
- Produce slides, infographics, videos, and other digital content using Canva, Prezi, Camtasia, and related tools.
- Lead production of the ABTV video series and develop our podcast initiative(s).

Community Outreach and Member Engagement

- Serve as primary administrator of the Advisory Board's CRM and contact lists.
- Track Advisory Board and Committee meeting attendance and follow up with members as needed to secure quorum and participation in key votes.
- Conduct direct outreach (email and phone) to confirm meeting attendance.
- Prepare and distribute meeting notices, public hearing announcements, polls, and RSVP reminders.
- Maintain and update contact lists, mailing databases, and member rosters.
- Serve as a point of contact for logistical or scheduling inquiries from members and community officials.



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Executive Director



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Document and Administrative Support.

- Prepare meeting packets, handouts, and event materials.
- Maintain electronic files, archives, templates, and version control across shared folders.
- Provide basic tech or formatting support to Advisory Board staff and Executive Committee members.

Innovation and Growth.

- Bring creativity and new ideas to outreach and engagement.
- Stay current with platforms and tools that strengthen our voice and reach.
- Demonstrate curiosity and flexibility in picking up new systems and subject matter.

You'll Thrive Here If...

- You're a **lifelong learner** who loves diving into new topics – whether that's MWRA budgets, environmental policy, or the latest outreach tool – and making sense of them quickly.
- You bring **creativity and curiosity** to your work, and you're not shy about suggesting new ways to improve how we communicate.
- You're **organized and detail-oriented**, with the ability to keep projects on track even when juggling multiple priorities.
- You're **flexible and team-minded** – ready to jump in on data entry, contact list updates, or last-minute logistics when the office needs an extra hand.
- You like working in a **small, collaborative environment** where everyone wears a few hats and pitches in.
- You're **mission-driven** – motivated by strengthening public service and ensuring that communities and ratepayers have a strong voice in how MWRA delivers essential services.

Skills & Competencies

Skill Area	Level Expected	Notes
Excel / Data Fluency	Comfortable (not expert)	Able to analyze, chart, and spot trends to inform communications.
Policy & Budget Translation	Strong / Advanced	Can quickly grasp complex topics and explain them clearly.
Writing (longform + shortform)	Advanced	Adaptable across reports, blog posts, social, and outreach emails.
Social Media / Digital Campaigns	Proficient	Able to propose, develop, and lead campaigns across multiple platforms.
Graphic / Multimedia Design	Proficient	Skilled with Canva, Prezi, Camtasia; capable of producing visuals/video.
Outreach & Relationship Management	Proficient	Comfortable engaging directly with members, officials, and partners.



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Position Requirements

- Relevant education and/or professional experience that demonstrates the skills required for the role. Bachelor's degree preferred.
- Minimum of five (5) years of relevant professional experience in communications, outreach, public service, or related fields.
- Proficiency with Microsoft Office (Excel, Word, PowerPoint, Outlook).
- Familiarity with Constant Contact, WordPress, Canva, Prezi, Camtasia, ClickUp, Dropbox, Adobe Acrobat, or similar software platforms.
- Strong written and verbal communication skills.
- Demonstrated ability to manage multiple projects and follow through.
- Experience with public sector organizations, especially municipalities or state agencies, strongly preferred.

What This Role Requires Above All

The ability to blend substance and communication: to understand data, policy, and technical issues, and then turn them into outreach and engagement that sticks. And to do it with a sense of mission—keeping communities' and ratepayers' interests at the center as MWRA carries out its work.



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