



Thank you for your interest in pursuing a career with the Bedford Regional Water Authority (BRWA)! The BRWA is looking for qualified candidates to fit our culture and fulfill our mission “To provide high quality water and wastewater services to the community.”

Please review the job descriptions in this document to see which one may be most suited to your skill set. You can select the bookmarks tab on the left-hand side to navigate through the job descriptions to find the one that best fits your experience.

When you apply, in the field asking which position you are applying for write either Specialist I, II, or Senior Communications Specialist based on your experience. Our hiring team will review applications and set up interviews with select candidates. After interviews, the hiring team will determine which candidate is best suited for the job and make a job offer at the level (Specialist I, II or Senior Specialist) the person fulfills.

We are excited to review your accomplishments and thank you again for your interest in the BRWA!

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Department: Administration  
Pay Band: # 5  
FLSA Status: Non-Exempt

## Communications Specialist I

### Job Description

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#### **Role:**

Performs work promoting the organization through multiple media channels to increase awareness and interest in organizational services and programs, conducting public outreach, hosting events, social media and website management, multimedia content creation, and any work as apparent or assigned. This position reports to the Communications Supervisor.

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#### **Essential Functions:**

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

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- Assist in developing multimedia content, presentations, and marketing materials that effectively describe and promote the organization including announcements, advertisements, displays, presentations, public meetings, etc.
- Assist in marketing the BRWA's message, image, and mission to demonstrate its value to the community, attract new workforce, and educate the public.
- Assist in maintaining, creating and updating content for the website/intranet.
- Assist in acting as an online brand representative by creating content for social media (videos, pictures, graphics, contests, gifs, etc.) to increase social media reach, public interaction, and communication of key messages.
- Assist in answering public messages on social media platforms.
- Assist in developing community partnerships to enhance public perception of the Authority through its outreach endeavors with schools, non-profits, other government organizations, and other relevant groups.
- Train to create and execute educational tours and presentations.
- Assist in communicating and coordinating marketing operations, outage notifications, and other important messages with employees and external agencies.
- Assist with establishing and carrying out of departmental goals, special events, policies, and procedures.
- Provide photography and video support and editing as needed.
- Perform other tasks and duties as assigned by the Communications Supervisor.

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## Minimum Qualifications:

- Must have an associate's degree in marketing, graphic design, communications, or a related field.
  - Experience creating marketing material, assisting with organizational communication, and advertising preferred.
  - Must have strong organizational, writing, and communication skills.
  - Proficient in the use of Microsoft Office® products and Adobe Acrobat® preferred.
  - Experience with Adobe Creative Suite and photography/videographer skills preferred.
  - Must have a valid driver's license in the Commonwealth of Virginia.
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## Additional Information:

- This position has no supervisory responsibility.
  - This position typically requires working Monday through Friday from 8:00am to 5:00pm with a one (1) hour lunch break.
  - This position requires some attendance at night and weekend events.
  - This is an on-site position; however, occasional teleworking may be permitted with prior approval from the direct supervisor.
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## Working Conditions

*The characteristics listed below are representative of the physical demands, physical agility, sensory requirements, and environmental exposures required by an individual to successfully perform the essential duties of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.*

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- Employees sit none of the time but may walk or stand for most periods of time.
- This classification involves frequent physical agility requirements such as: climbing, stooping, kneeling, crouching, crawling, reaching, pushing, pulling, repetitive motions and manual dexterity.
- Sensory requirements include standard vision requirements, ability to express ideas and ability to hear information at normal spoken word levels.

Physical Exertion (Pounds)	
Up to 10	Seldom
Up to 25	Seldom
Up to 50	None
Up to 100	None
100 or more	None

Environmental Exposures	
Work near moving mechanical parts	Occasional
Work in high, precarious places	None
Toxic or caustic chemicals	None
Outdoor weather conditions	Occasional
Extreme Cold, non-weather	None
Extreme Heat, non-weather	None
Noise Level	Moderate

**Employment Eligibility/Work Authorization Requirements:**

The BRWA is committed to employing only individuals who are authorized to work in the United States and who comply with applicable immigration, employment law, and criminal background clearance. As a condition of employment, every individual must provide satisfactory evidence of his or her identity and legal authority to employment. The Authority is an equal opportunity employer.

**Condition of Employment:**

This position serves at the will of the Executive Director.

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Signature



Department: Administration  
Pay Band: # 5  
FLSA Status: Non-Exempt

## Communications Specialist II

### Job Description

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#### **Role:**

Performs work promoting the organization through multiple media channels to increase awareness and interest in organizational services and programs, conducting public outreach, hosting events, social media and website management, multimedia content creation, and any work as apparent or assigned. This position reports to the Communications Supervisor.

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#### **Essential Functions:**

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

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- Assist in developing multimedia content, presentations, and marketing materials that effectively describe and promote the organization including announcements, advertisements, displays, presentations, public meetings, etc.
- Market the BRWA's message, image, and mission to demonstrate its value to the community, attract new workforce, and educate the public.
- Maintain, create, and update basic content for the website/intranet.
- Act as an online brand representative by creating content for social media (videos, pictures, graphics, contests, gifs, etc.) to increase social media reach, public interaction, and communication of key messages.
- Independently answer public messages on social media platforms.
- Develop community partnerships to enhance public perception of the Authority through its outreach endeavors with schools, non-profits, other government organizations, and other relevant groups.
- Coordinate and execute educational tours and presentations.
- Assist in managing emergency notification system.
- Assist in communicating and coordinating marketing operations, outage notifications, and other important messages with employees and external agencies.
- Assist with establishing and carrying out of departmental goals, special events, policies, and procedures.
- Provide photography and video support and editing as needed.
- Perform other tasks and duties as assigned by the Communications Supervisor.

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## Minimum Qualifications:

- Must have an associate's degree in marketing, graphic design, communications, or a related field.
  - Must have a minimum of two years of working experience as a Communications Specialist I or an approved equivalent position and a minimum of four years of working experience in a similar field.
  - Must have strong organizational, writing, and communication skills.
  - Proficient in the use of Microsoft Office® products and Adobe Acrobat® preferred.
  - Experience with Adobe Creative Suite and photography/videographer skills preferred.
  - Must have a valid driver's license in the Commonwealth of Virginia.
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## Additional Information:

- This position has no supervisory responsibility.
  - This position typically requires working Monday through Friday from 8:00am to 5:00pm with a one (1) hour lunch break.
  - This position requires some attendance at night and weekend events.
  - This is an on-site position; however, occasional teleworking may be permitted with prior approval from the direct supervisor.
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## Working Conditions

*The characteristics listed below are representative of the physical demands, physical agility, sensory requirements, and environmental exposures required by an individual to successfully perform the essential duties of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.*

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- Employees sit none of the time but may walk or stand for most periods of time.
- This classification involves frequent physical agility requirements such as: climbing, stooping, kneeling, crouching, crawling, reaching, pushing, pulling, repetitive motions and manual dexterity.
- Sensory requirements include standard vision requirements, ability to express ideas and ability to hear information at normal spoken word levels.

Physical Exertion (Pounds)	
Up to 10	Seldom
Up to 25	Seldom
Up to 50	None
Up to 100	None
100 or more	None

Environmental Exposures	
Work near moving mechanical parts	Occasional
Work in high, precarious places	None
Toxic or caustic chemicals	None
Outdoor weather conditions	Occasional
Extreme Cold, non-weather	None
Extreme Heat, non-weather	None
Noise Level	Moderate

**Employment Eligibility/Work Authorization Requirements:**

The BRWA is committed to employing only individuals who are authorized to work in the United States and who comply with applicable immigration, employment law, and criminal background clearance. As a condition of employment, every individual must provide satisfactory evidence of his or her identity and legal authority to employment. The Authority is an equal opportunity employer.

**Condition of Employment:**

This position serves at the will of the Executive Director.

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Signature

## **Senior Communications Specialist**

### **Job Description**

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#### **Role:**

Performs advanced and technical work promoting the organization through multiple media channels to increase awareness and interest in organizational services and programs, conducting public outreach, hosting events, social media and website management, multimedia content creation, and any work as apparent or assigned. This position reports to the Director of Administration.

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#### **Essential Functions:**

*To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable an individual with disabilities to perform the essential functions.*

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- Develop multimedia content, presentations, and marketing materials that effectively describe and promote the organization including announcements, advertisements, displays, presentations, public meetings, etc.
- Market the BRWA's message, image, and mission to demonstrate its value to the community, attract new workforce, and educate the public.
- Maintain, create, and update advanced content for the website/intranet.
- Act as an online brand representative by creating content for social media (videos, pictures, graphics, contests, gifs, etc.) to increase social media reach, public interaction, and communication of key messages.
- Independently answer public messages on social media platforms.
- Develop community partnerships to enhance public perception of the Authority through its outreach endeavors with schools, non-profits, other government organizations, and other relevant groups.
- Create and execute educational tours and presentations.
- Manage emergency notification system.
- Represent the Authority on various internal and community committees.
- Communicate and coordinate marketing operations, outage notifications, and other important messages with employees and external agencies.
- Assist with establishing and carrying out of departmental goals, special events, policies, and procedures.
- Provide photography and video support and editing as needed.
- Perform other tasks and duties as assigned by the Director of Administration.



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## Minimum Qualifications:

- Must have a bachelor's degree in marketing, graphic design, communications, public relations, or a related field.
- Must have a minimum of two years of working experience as a Communications Specialist II or an approved equivalent position and a minimum of four years of working experience in a similar field.
- Must have strong organizational and communication skills, both verbal and written, to be able to communicate with all parties involved in a project effectively.
- Must be proficient in the use of Microsoft Office® products and Adobe Acrobat®.
- Advanced graphic design skills with Adobe Creative Suite and photography/videographer skills.
- Must have a valid driver's license in the Commonwealth of Virginia.

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## Additional Information:

- This position has no supervisory responsibility.
- This position typically requires working Monday through Friday from 8:00am to 5:00pm with a one (1) hour lunch break.
- This position requires some attendance at night and weekend events.
- This is an on-site position; however, occasional teleworking may be permitted with prior approval from the direct supervisor.

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## Working Conditions

*The characteristics listed below are representative of the physical demands, physical agility, sensory requirements, and environmental exposures required by an individual to successfully perform the essential duties of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential duties.*

- Employees sit none of the time but may walk or stand for most periods of time.
- This classification involves frequent physical agility requirements such as: climbing, stooping, kneeling, crouching, crawling, reaching, pushing, pulling, repetitive motions and manual dexterity.
- Sensory requirements include standard vision requirements, ability to express ideas and ability to hear information at normal spoken word levels.

Physical Exertion (Pounds)	
Up to 10	Seldom
Up to 25	Seldom
Up to 50	None
Up to 100	None
100 or more	None

Environmental Exposures	
Work near moving mechanical parts	Occasional
Work in high, precarious places	None
Toxic or caustic chemicals	None
Outdoor weather conditions	Occasional
Extreme Cold, non-weather	None
Extreme Heat, non-weather	None
Noise Level	Moderate

**Employment Eligibility/Work Authorization Requirements:**

The BRWA is committed to employing only individuals who are authorized to work in the United States and who comply with applicable immigration, employment law, and criminal background clearance. As a condition of employment, every individual must provide satisfactory evidence of his or her identity and legal authority to employment. The Authority is an equal opportunity employer.

**Condition of Employment:**

This position serves at the will of the Executive Director.

Employee signature below indicates the employee's understanding of the requirements, essential functions and duties of the position.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Date Signed

\_\_\_\_\_  
Signature