



Communications Coordinator Job Description

Workforce Southwest Washington (WSW) considers diversity, equity, and inclusion to be among our core values. We are committed to providing and promoting a diverse and inclusive environment, giving each person the opportunity to succeed professionally. By doing so, we thrive as a company through diversity and the unique qualities and life experiences our employees bring to the workplace. WSW considers equal opportunity and non-discrimination to be fundamental to the mission and objectives of the organization. All staff hired at WSW are encouraged to embrace, continually support, and enhance social equity within our organization and in our community.

POSITION OVERVIEW

Workforce Southwest Washington (WSW) is seeking a storyteller to help WSW share its message with various audiences. Using a variety of electronic channels (websites, social media, blog, e-newsletter) the Communications Coordinator will create high-quality stories/articles and graphics to support the organization's departments and to promote and increase awareness of WSW's initiatives and events. The Coordinator will assist with development and implementation of activities including writing content, social media outreach, and brand management and promotion. The position reports to the Director of Communications.

WSW is a 501(c)3 nonprofit organization that funds community prosperity by investing in services that help individuals gain skills to obtain good-paying jobs or advance in their careers and help companies attract, train and retain workers. Our investments strengthen the region's businesses and contribute to a strong economy. Since 2003, we've invested more than \$100 million in Southwest Washington. WSW is the Local Workforce Development Board (LWDB) designated by federal Workforce Innovation and Opportunity Act (WIOA) legislation to oversee the public workforce system in Cowlitz, Wahkiakum and Clark counties. Learn more at www.workforcesw.org.

ESSENTIAL FUNCTIONS

- Develop content and visuals and post to Twitter, LinkedIn, YouTube and other social media platforms.
- Work with WSW team, businesses and/or partners to develop and write blogs, articles and website content that promote WSW initiatives, activities and successes.
- Create infographics and other graphic design pieces for website, social media and print.
- Interview people and write about it. Suggest tools or processes that can be developed to enable staff, businesses and partners to share stories and testimonials with WSW.
- Maintain websites www.Workforcesw.org and www.WorkSourceSWSWA.org.
- Write content and disseminate newsletters using e-mail distribution system.
- Update and maintain electronic contact lists in Launchpad (a Salesforce product).
- Assist in development of materials for special events.
- Ensure that partners and funders are appropriately acknowledged in WSW's external communications.
- Perform other duties as assigned.



KNOWLEDGE AND SKILLS – Required

- 2 years' experience in marketing, communications, public relations, social media or related field; Associate degree **or** equivalent combination of education and experience.
- Proficiency using desktop publishing or graphic design software to create graphics for website, social media and/or print. Canva, Venngage and/or the Adobe Creative suite preferred.
- Experience creating and implementing social media campaigns for marketing, outreach and to increase awareness of an organization, program or service, especially for Twitter and/or LinkedIn.
- Storytelling and writing ability to develop articles and blog posts. Comfortable interviewing people and writing about it.
- Excellent oral and written communication skills.
- Skilled in planning and prioritizing work effectively, handling multiple projects simultaneously, working independently and with minimal supervision.
- Skilled in effectively operating standard office equipment including personal computer and related software.
- Strong interpersonal skills and ability to work collaboratively and communicate effectively with people from diverse cultures and customs.

KNOWLEDGE AND SKILLS – Preferred

- Proficiency in WordPress or comparable website content management platform.
- Knowledge of Launchpad, Salesforce or other CRM system or database.
- Experience with Campaign Monitor or other email distribution system.
- Experience making videos and/or podcasts.
- Strong proofreading skills.

ADDITIONAL REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. The requirements listed below are in addition to the essential functions and required skills:

- The employee is required to be present in the workplace on a regular and reliable basis. During the COVID pandemic, WSW staff are working remotely from home.
- Normal work hours are M-F 8:00 am to 5:00 pm; however, occasional evening and/or weekend assignments may occur.

COMPENSATION

This is a full-time, hourly non-exempt position. Pay scale is \$21.00 - \$24.00 per hour with a comprehensive benefits package, paid time off, professional development opportunities, and domestic partner medical coverage.

Individuals currently able to work only part-time are encouraged to apply if they will be available for full-time work within six months. A part-time flexible schedule may be initially available to transition to full-time within six months.

Hourly rate will be negotiated based on knowledge and experience.



WORK ENVIRONMENT

Work is performed at the WSW office in Vancouver and as needed at various sites throughout the three-county region of Southwest Washington State. During the COVID pandemic, WSW staff are working remotely from home. Reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

APPLICATION INSTRUCTIONS

Send inquiries and all application requirements identified on the below checklist, to ATTN.: Amy Gimlin at info@workforcesw.org. No phone calls or drop-in visits, please.

Application Checklist

Please address the following in your application submission to Workforce Southwest Washington. All elements must be included to be considered for the position.

- Resume and cover letter addressing:
 - Name, phone number and email address
 - Experience with any of the essential functions of the position
 - Ability to perform the requirements of the position
 - Most recent work history
 - List all related education and experience including degrees or certification attained

Workforce Southwest Washington is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay 711.