



workforce  
SOUTHWEST WASHINGTON

## Communications Specialist Job Description

[Workforce Southwest Washington](#) (WSW) values diversity, equity, and inclusion. WSW provides an inclusive workplace where difference is valued, celebrated, and engaged. By doing so, we thrive as a company through diversity and the unique qualities and life experiences our employees bring to the workplace. We seek applicants from all backgrounds to ensure we get the best, most creative talent on our team. WSW offers a generous paid time off package with up to 280 hours available annually, paid professional development opportunities, flexibility of work hours within Monday-Friday, Regence medical and vision coverage with premium paid at 90% for employees and dependents, Principal dental coverage, and up to 3% IRA match to name a few. All staff hired at WSW are brought into an environment that supports and encourages self-reflection, learning, risk-taking, and growth to continually develop each employee's understanding of themselves and others.

### **COMPENSATION**

This is a full-time, non-exempt salaried position that is eligible for benefits. The starting salary range for this position is \$58,915 - \$63,111. WSW reviews the salary schedule annually based on the Nonprofit Organization Salary Report and economic conditions.

### **POSITION OVERVIEW**

The Communications Specialist provides support for WSW's communications, outreach and events and helps WSW share its message with various audiences. Using a variety of electronic channels (websites, social media, blog, e-newsletter) the Communications Specialist creates 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 Specialist will develop and implement written content, social media outreach, graphic design, and assist with brand management and promotion. The position reports to the Director of Communications.

This position embodies continuous improvement and strives to identify ways to improve all aspects of our work and make that happen directly and through the teamwork of others.

### **ESSENTIAL FUNCTIONS**

1. Oversee social media. Develop and implement a social media plan to increase brand awareness, improve outreach efforts and increase constituent engagement. Write content, design graphics and visuals, create videos, schedule and manage content across Twitter, LinkedIn, YouTube and other social media platforms. Monitor social media channels, address comments and respond to incoming messages.

2. Write content. Interview people and write about it. Work with WSW teams, businesses, and partners to develop and write blogs, articles and website content that promotes WSW initiatives, activities and successes, and educate businesses and the community on the purpose, need, and benefits of WSW initiatives and programs, and acknowledges partners and funders.
3. Provide graphic design. Create infographics and other graphic designs for websites, social media, presentations and print.
4. Maintain WordPress websites [www.Workforcesw.org](http://www.Workforcesw.org) and [www.WorkSourceSWWA.org](http://www.WorkSourceSWWA.org) and provide troubleshooting assistance as needed for [www.NextSuccess.org](http://www.NextSuccess.org).
5. Write, design, and disseminate newsletters, invitations and announcements using Campaign Monitor e-mail distribution system.
6. Design and maintain digital reports and documents, including pipeline reports, Future Leaders Project promotional documents, Quality Jobs guides and others as they arise.
7. Take photographs at WSW events and create videos to capture business and/or participant success stories.
8. Event Planning. In coordination with the Office Manager and applicable departments, plan, coordinate, execute and promote WSW events including (if needed) securing venues, catering, sponsors and/or funding.
9. Grant Writing. As needed participate as part of a team to write grants. Proactively research and seek out grants to support outreach and communications for WSW initiatives.
10. Update and maintain electronic contact lists.
11. Maintain and develop community partnerships to support inclusive collaboration.
13. Gather, analyze, interpret and evaluate diverse types of data or analytics, including the effectiveness of outreach campaigns, website and social media content. Then, present ideas, conclusions, or proposals effectively in multiple formats and media, including writing, speaking, and digital methods.
14. Be a leader in change management strategy to effect change, control change, and help people adapt to change.
15. Other duties as assigned.

### **TRANSFERABLE SKILLS**

- Demonstrated effective oral and written communication skills
- Ability to work collaboratively with colleagues and partners from diverse backgrounds and experiences.
- Effective public speaking and presentation skills.
- Highly motivated and actively contributes in an inclusive, collaborative environment that engages and challenges fellow WSW team members in meeting organizational and professional goals.
- Skilled in planning and prioritizing work effectively, working independently and with minimal supervision.

### **EDUCATION/CREDENTIAL/TRAINING – Requirement**

- 2 years' work experience in marketing, communications, public relations, social media or related field.
- Knowledge with or ability to learn software and hardware such as Microsoft Office Suite, Cloud-based customer relationship management database, standard PC and Windows-based applications, and cell phone.

- Proficiency using Adobe Creative Suite, especially Illustrator and InDesign, to create graphic designs for websites, social media and/or print, and videos.
- Proficiency in WordPress or comparable website content management platform.
- Experience creating and implementing social media campaigns to increase awareness of and engagement with an organization, especially for Twitter and/or LinkedIn.
- Storytelling and writing ability to develop articles and blog posts. Comfortable interviewing people and writing about it.
- Previous event planning experience including the coordination and execution of logistics.
- Strong proofreading skills and attention to detail and due dates.
- Skilled in planning and prioritizing work effectively, handling multiple projects and deadlines simultaneously, working independently and with minimal supervision.
- Strong interpersonal skills and ability to work collaboratively and communicate effectively with people from diverse cultures and customs.

### **KNOWLEDGE AND SKILLS – Preferred**

- Experience with Campaign Monitor or other email distribution systems.
- Knowledge of Launchpad, Salesforce or other CRM systems or database.
- Experience taking photographs and/or making videos.

### **WORK ENVIRONMENT**

Work is performed at the WSW office in Vancouver, Washington and as needed at various sites throughout the three-county region of Southwest Washington. WSW staff are working a hybrid model with 2 days a week in the office and the other 3 from home. WSW is open for business from 8:00 a.m. to 5:00 p.m., Monday through Friday; our work from time-to-time may be conducted outside of normal business hours. Employees should coordinate with their manager to determine their work schedule and required availability. To support a collaborative hybrid work environment, the hours of 9:00 a.m. to 4:00 p.m. are when most internal WSW meetings will occur. Reasonable accommodation may be made to enable individuals with disabilities to perform essential functions.

Workforce Southwest Washington is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay 711. WSW takes affirmative action to ensure underrepresented individuals, individuals identifying as female, veterans with disabilities, recently separated veterans, Armed Forces service medal veterans, other protected veterans and individuals with disabilities are introduced into WSW workforce and considered for promotion opportunities. As part of WSW's affirmative action policy, we also prohibit employees and applicants from being retaliated against by being subjected to harassment, intimidation, threats, coercion, or discrimination.

## **APPLICATION INSTRUCTIONS**

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

### **Communications Specialist 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.

Please provide the following and include your name, phone number, and email address on all submitted documents.

1. **Resume** with a minimum of 2 years of work history.
2. **Cover letter** stating how you meet the qualifications for the position and can perform the essential functions and requirements. State how you will contribute to WSW's commitment to diversity, equity, and inclusion.

**Samples of your work** that apply to the essential functions of the position will be required to be submitted during the interview process. At a minimum include 2-3 writing samples and 3-4 graphic design samples. Other materials, videos, documents, or links to projects that display your skill and expertise to successfully perform the position's requirements may also be included.