

# SkillSource

## JOB DESCRIPTION

### COMMUNICATIONS & ENGAGEMENT SPECIALIST

POSITION:	Communications Specialist
AREA:	Chelan, Douglas, Grant, and Adams Counties
OFFICE:	240 N. Mission, Wenatchee, Washington
SALARY RANGE:	\$5008 - \$6260 per month
CLASSIFICATION:	Full Time Exempt Employment
SUPERVISOR:	Executive Director

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#### **POSITION SUMMARY:**

We are looking for an enthusiastic communications specialist to manage our external and internal communications and support overall community engagement. You will promote a positive public image and manage the dissemination of information on our company's behalf. Phenomenal communication and copywriting skills make a strong communications specialist. Experience in corporate communications and project management are important qualities too.

Representing the SkillSource Regional Workforce Board, the Communications Specialist will lead efforts to engage and outreach to a diverse range of employers, career seekers, community organizations and stakeholders to communicate workforce development activities and strategies in Chelan, Douglas, Grant, Adams and Okanogan Counties of Washington State.

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#### **ESSENTIAL FUNCTIONS:**

1. Collaborates with the Executive Leadership and Program Managers to communicate the SkillSource Workforce Board and local workforce development system's purpose, services and impact; coordinate promotions and increase reach.
2. Runs and operates outreach campaigns and initiatives that support the local workforce development priorities and programs.
3. Designs and creates outreach material for multiple projects that engage career seekers and employers.
4. Through this outreach, builds engagement and excitement for potential career seekers and employers, allowing them to connect with workforce development services.
5. Works with the SkillSource Executive Leadership and Program Managers to create outreach plans, content and events to support specific program goals or initiatives. Provide communication and outreach techniques and training to SkillSource staff. Support business engagement efforts.
6. Builds and executes social media campaigns through research, benchmarking, messaging and audience identification.

7. Writes, develops and strategizes online content production and scheduling such as newsletters, articles, website, press releases, etc.
8. Generates, edits, publishes and shares content daily, weekly and monthly (original text, images, video, and HTML).
9. Oversees, creates, coordinates and maintains SkillSource social media pages and profiles with support from Program Managers.
10. Creates and implements outreach and marketing plans. Organize initiatives and assist in planning & facilitating outreach events.
11. Tracks and analyzes analytic reports to gain insight on traffic, demographics and effectiveness; utilizes this information to positively affect future outcomes.
12. Support and represent SkillSource at employer and business organization events (e.g. chambers, economic development, and trade association) to enhance communication, collaboration and relationships as a means carry-out the functions of the position and the goals of SkillSource.
13. Interview employers, career seekers, staff and other community members to create success stories, podcasts, video and radio spots. Coordinate and facilitate focus groups.
14. Take quality photographs and video to enhance communication collateral. Experience with photo and video editing is a plus.

**OTHER JOB FUNCTIONS:**

1. Provides other duties necessary for the effective implementation of communication and engagement goals and objectives.
2. May assist in the writing and tracking of grant proposals and applications as targeted by the SkillSource Board and local leadership.
3. May assist in writing narrative for the SkillSource Strategic Plans and/or annual reports.
4. Assist Executive Director disseminate internal communications, as needed
5. Other duties as assigned

**REQUIREMENTS, SKILLS & ABILITIES:**

- Proven experience as communications specialist
- Excellent communication (oral and written) and presentation skills
- Experience in copywriting and editing
- Solid understanding of project management principles
- Proven experience delivering effective and innovative digital campaigns.
- Advanced computer skills and experience in Windows operating system, Microsoft Office products, graphic design applications such as Adobe Photoshop, Illustrator, InDesign. Experience with video-editing software is an asset.
- Strong familiarity and experience with the business applications of social media platforms (Facebook, Twitter, YouTube, LinkedIn, etc.)
- Experience in web design and content production is a plus

- Outstanding organizational and planning abilities
- Proficient command of English
- Sharp attention to detail with a strong ability to multitask
- Must be able to work under regular deadline pressure and manage multiple projects across multiple teams
- A professional and resourceful style with the ability to work independently and as a team player, to take initiative and manage multiple tasks and projects at a time
- Providing technical assistance individually and in a group setting.
- Interviewing and effective interaction with industry professionals, community leaders and policy makers.
- Giving presentations, speaking publicly and facilitating meetings.
- Researching, gathering and analyzing statistics, numeric, written and other information.
- Establishing and maintaining effective interpersonal relations with SkillSource, administrative staff, service delivery staff and business representatives.

#### **MINIMUM QUALIFICATIONS:**

A Bachelor's degree in marketing, communications or a related field like journalism, public relations or English; and three years of job experience in a business setting that demonstrates the ability to perform the major functions of the job; **OR** Possess a combination of education and direct job experience that clearly demonstrates the knowledge, skills and abilities to perform the essential duties of the position.

#### **WORKING CONDITIONS/PHYSICAL REQUIREMENTS:**

While performing the duties of this job, the employee is regularly required to sit; use hands to finger, handle, or feel; and talk or hear. The employee is occasionally required to stand; walk; reach with hands and arms; climb or balance; stoop, kneel, crouch, or crawl; and taste or smell. The employee must regularly lift and/or move up to 10 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, and ability to adjust focus. The employee is required to be present on a regular, reliable, and routine basis. The work environment characteristics described are representative of those an employee encounters while performing the essential functions of the Job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The noise level in the work environment is usually low. Work is performed mostly indoors in an office setting with some travel locally and minimal travel throughout Washington State.

#### **EQUIPMENT OPERATED:**

Computer, phone, scanner, calculator, projector, copier, and camera

#### **OTHER REQUIREMENTS:**

Personal transportation, valid Washington State Driver's License and current automobile insurance.

**Completed application and resume required. To apply, complete application and upload resume online at <https://www.skillsource.org/employment>. Position open until filled.**

SKILLSOURCE - 240 N. Mission, Wenatchee, WA 98801, 509-663-3091, WA Relay 711

*SkillSource is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. WA Relay 711.*