



JOB DESCRIPTION

JOB TITLE:	Communications Specialist
REPORTS TO:	Chief of Staff and Strategy
COMPENSATION:	\$78,000 - \$86,000 depending upon experience

OBJECTIVE

Working alongside the Communications Manager, the Communications Specialist will contribute to content development and storytelling in all its forms - web, social and traditional media - development of internal tools and resources, and collaboration with external partners that advances the goals and objectives of strategic communications initiatives.

BACKGROUND

The Workforce Development Council of Seattle-King County (WDC) aspires to lead transformative change that will evolve our region's workforce development efforts into an innovative industry, community, and outcome-driven system with racial equity at its core. As a nonprofit, grant-making organization, the WDC collaborates with a diverse set of partners to elevate job quality, economic growth, and prosperity for adults and youth throughout the Seattle-King County region.

The WDC serves as the Local Workforce Development Board, designated by the City of Seattle Mayor and King County Executive, to set policy and administer federal workforce development funds under the Workforce Innovation and Opportunity Act (WIOA). In 2018, the WDC Board of Directors and its stakeholders set a new direction for the organization to:

- Advocate for system change of industry practices and address barriers to equity.
- Broker a shared regional approach of strategies that are responsive to both community and industry needs.
- Access and amplify resources by braiding funding sources.
- Incubate and innovate strategies for racial equity impact and system change.
- Analyze and use data to measure impact/drive system change.

DUTIES AND RESPONSIBILITIES

Content Development:

- Research, plan, write, edit, and design content that will advance the work of the WDC and resonate with internal and external audiences.

- Work with partners to identify, collect, and develop stories about clients and services that illustrate workforce outcomes and inspire action.
- Contribute to digital and traditional publishing and distribution channels: email newsletters, blogs, websites, social media, press kits/releases, flyers, posters, brochures, and other content related to events or services.
- Prioritize content design that is data-driven, accessible, and incorporates communication styles responsive to diverse racial and cultural audiences.
- Effectively collaborate with internal data and program management teams; work with subject matter experts to develop communication plans and strategies for various audiences, and contribute to implementation.
- Plan and track content calendars in collaboration with staff, leadership, and external partners.
- Organize data and background research for projects such as annual reports and program guides; effectively use quantitative and qualitative evidence to shape compelling narratives.
- Consistently uphold brand and language standards in all projects and in collaboration with regional and statewide teams; contribute to brand development and evolution.
- Support development and distribution of materials for internal and external meetings, convenings, and events.
- Engage in continuous learning on strategic communications best practices.

Web Design:

- Contribute to content strategy, graphic and user experience design for WDC websites.
- Measure the outcomes of digital communication strategies through quantitative and qualitative methods, including web analytics, user research, and identifying key performance indicators.
- Conduct content audits and gap analyses to ensure quality and support organizational goals and strategies.
- Conduct day-to-day maintenance and real-time updates to websites, along with continuous improvement of page building.
- Maintain knowledge of trends and developments in web design.

Partner Networks & External Relations:

- Develop new partnerships, strategies, and practices with diverse communities, with a focus on using organizational communications to further racial equity goals.
- Collaborate with regional and state workgroups focused on communications projects that intersect with local priorities; contribute to reports and outreach strategies with local, regional, and national peers.
- Cultivate relationships, trust, and the ability to influence people of different backgrounds within and across teams.
- Liaise with local and regional media organizations and respond to media requests, with a keen emphasis on advancing the WDC's objective to center racial equity in the workforce system.

Other duties as assigned.

JOB REQUIREMENTS

- Proficient in oral and written communications, developing clear and compelling content, and visual layout and design.

- Professional writing, editing, and proofreading skills.
- Ability to tailor content to intended audiences, with a keen understanding of translating complicated concepts simply and clearly.
- Ease with taking on and tackling multiple assignments and projects independently and efficiently; demonstrated flexibility to meet changing/unpredictable needs.
- Flexible, interpersonal, organizational, and cross-cultural collaboration skills.
- Ability to collaborate effectively with multiple stakeholders to achieve project goals and deadlines.
- High degree of creativity and problem-solving acumen.
- Experience with professional use of social media and email campaigns as strategic tools for outreach and education.
- Experience with digital distribution platforms preferred (including website content management systems, email marketing platforms, and social media management tools).
- Proficiency with standard productivity software, including Microsoft Office (Word, Excel, PowerPoint, Outlook, Teams) and Adobe Creative Cloud (Photoshop, Illustrator, and InDesign) preferred.

RACIAL EQUITY COMMITMENT: An understanding of the concepts of institutional and structural racism and their impact on workforce development systems, especially regarding barriers to achieving racial equity. Commitment to learning from and developing new strategies, partnerships, and approaches with diverse communities.

EDUCATION OR EXPERIENCE:

- Bachelor’s degree or equivalent (at least 2-3 years) experience in communications/marketing, journalism, or public relations.
- Experience working in a nonprofit or government context is a plus.

REPORTS TO:

Chief of Staff and Strategy

WORKING CONDITIONS

The physical environment requires the employee to work primarily in indoor spaces. Some travel is required to attend meetings/events/conferences locally, statewide, and nationally. Regular workday and work week are established with some planned early morning or evening hours, and overnight /out of area travel.

PHYSICAL REQUIREMENTS

Employee is expected to make decisions, read, and write, speak publicly, and interpret information and data. May be seated for periods of time, and occasionally may have to lift boxes or other materials that weigh up to 20 lbs.

To apply, please email your résumé and letter of interest referencing Communications Specialist job title in the subject line to hr@seakingwdc.org. Applications will be accepted on a continuous basis until the position is filled.