



SPOKANE WORKFORCE COUNCIL

Job Title:	Communications Manager	Reports to	Chief Operations Officer
Location:	SWC Office	Travel Required:	Local: Yes Out-of-Area: Occasional
Level/Salary Range:	Band C	Position Type:	Regular Full-Time Exempt

Job Description

Nature of the Work

This position will advance the Spokane Workforce Council's and Spokane workforce system's brand and image through consistent messaging and strategy. Includes managing the development of brand collateral for the SWC, WorkSource Spokane, Next Generation Zone, Spokane Resource Center and Talent Solutions by WorkSource, all of which have different branding, collateral and image maintenance needs. Is the equivalent of being the Communications Manager for five companies but will work to create a common thread between our various locations. On behalf of each site, will manage, at least at the highest level, the brand standards, media engagement, marketing strategy and websites. Will liaise with media to help the various brands gain exposure in local and regional media depending on the messaging and intent. This position will assist the Chief Executive Officer (CEO) and Chief Operating Officer (COO) by generating a marketing strategy, adding visually to reports and presentations created by the SWC, occasionally with limited notice. Duties are varied in nature and require independent judgment and expertise to ensure information is accurate. No specific checks or controls exist and if not detected errors or poor judgment could cause significant financial loss or embarrassment to the agency. Employee has regular contact with both inside and outside sources to supply or obtain information. Duties are sedentary to light in nature and require attention to prevent errors. Limited local and out-of-area travel is required to attend in-person meetings.

Supervision

General objectives are established, and the employee is required to select their own method of attainment, referring only unusual cases to the supervisor.

Essential Job Functions

- Develop and implement marketing and communications campaigns and strategies and monitor their success for the Spokane Workforce Council, WorkSource Spokane, Next Generation Zone, Spokane Resource Center and Talent Solutions by WorkSource.
- Define key performance indicators for each communications channel which will indicate a campaign's level of success.
- Determine strategic communications campaigns that will help further the goals of the organization and each of its sites (WorkSource, Next Generation Zone, Spokane Resource Center and Talent Solutions by WorkSource).
- Support the COO in creating internal communications protocols and initiatives that will foster employee morale.



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- Support the CEO in crafting remarks, talking points, and presentations for events and speaking engagements.
- Oversee the creation of marketing and communications collateral to ensure that it is consistent with brand standards, including white papers, website copy and more.
- Write and/or support in the development of newsletters on a weekly or monthly basis as needed.
- Represent the organization at events and press conferences.
- Represent the organization's priorities and needs on the statewide WorkSource Brand and Media committee.
- Reach out to influencers, media and beyond in order to arrange story placement.
- Develop content and direct creative execution to provide a consistent, targeted, and impactful message.
- Build and maintain solid partnerships to better develop, coordinate, direct, and facilitate strategic communications designed to meet business goals.
- Design campaigns to target specific audiences, placing an emphasis and discipline on campaign performance to help with recommendations for future programs.
- Serve as the graphic designer for the SWC and its various sites and/or manage graphic design contracts with outside agencies.
- Serve as the photographer for the SWC and its various sites and/or manage such contracts with outside agencies.
- Research and understand key business challenges, customer behavior, target audiences and environmental factors that impact programs within the SWC and its various sites.
- Provide hands-on advertising support, paying close attention to timelines.
- Identify and present opportunities for consistency in messaging and customer experiences across channels from signage to digital to print.
- Develop an understanding of short- and long-term agency/its sites' goals and planned initiatives.
- Adjust and communicate plan changes as necessary to ensure costs for materials, media and labor are in line with the agency's budget.
- Work with leadership to take the pulse of overall business activity to identify cross-marketing opportunities.
- Actively support the agency's new consulting division with ideas, by creating presentations or materials, assisting with virtual consulting needs, etc.



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- Perform related work as required.
- Review, edit, and approve for release communications (e.g., social media posts, email blasts), created by staff members at our various sites, implementing grammatical, tone and style, and branding standards where necessary.
- Update and maintain the SWC website and provide technical assistance and expertise for the updating and maintenance of other sites' web pages.

Requirements of Work

- Stay informed of developments in the field of marketing and communications within the industry to foster ideas and innovation.
- Excellent, versatile copywriting, graphic design and marketing skills.
- Good organizational, planning and coordination skills.
- Ability to multi-task and re-prioritize as needed.
- Desire to take full ownership of assigned projects and can work independently.
- Ability to manage multiple projects simultaneously.
- Possess a sense of urgency; is self-motivated and detail-minded.
- Strong interpersonal skills and ability to build collaborative relationships.
- Good verbal presentation, group dynamic and facilitation skills.
- Proactive approach in resolving problems and issues.

Physical Requirements

- Ability to see, with or without corrective lenses, well enough to read standard text displayed on a computer screen.
- Ability to hear, with or without a hearing aid, and speak well enough to converse on the telephone and communicate with groups.
- Enough manual dexterity to write and use office equipment.
- Enough physical mobility to move about the office.
- The SWC is a disability-friendly employer and will provide workplace accommodations as necessary for the above-mentioned.

Minimum Education and Experience

Graduation from an accredited two-year college and/or two years related work experience in advertising or marketing. Demonstrated experience with all types of social media, e.g. Facebook, Twitter, LinkedIn, Instagram, etc. Working knowledge of Microsoft Office and web content management systems (WordPress preferred). Relevant work experience may substitute for education on a year-by-year basis.



**SPOKANE
WORKFORCE
COUNCIL**

Communications Manager

New: July 2020

Revised:

Employee

Date

Supervisor

Date