Job Title:	Communications Manager	Reports to	Division Executive – Systems Advancement
Location:	SWC Office	Travel Required:	Local: Yes Out-of-Area: Occasional
Level/Salary Range:	Band E	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, Resource Center of Spokane County and Talent Solutions by WorkSource, all of which have different branding, collateral and image maintenance needs. On behalf of each site and lines of business, will manage, at the highest level, the brand standards, media engagement, marketing strategy and websites and work to create a common thread between them. 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 Executive Leadership Team by generating a communications plan and strategy that guides our efforts to effectively reach target audiences, including community stakeholders, job seeker and business customers, and funders. The Communications Manager will support SWC staff by adding visual appeal to craft reports, presentations, and collateral, 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 high level of attention to detail. Limited local and out-of-area travel is required to attend in-person meetings. Hybrid in-person and remote work environment may be available.

Supervision

Work with the Division Executive of Systems Advancement to establish goals and monitor progress. Employee works autonomously to select their own methods of attainment.

Essential Job Functions

- Develop and implement campus-wide communications plan, including marketing strategies and campaigns, that will help further the goals of the organization and each of its sites and monitor their success for the Spokane Workforce Council, WorkSource Spokane, Next Generation Zone, Resource Center of Spokane County and Talent Solutions by WorkSource.

- Define key performance indicators for each communications channel which will indicate a campaign's level of success.

- Support the Executive Leadership Team 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, presentation templates, and more.

- 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 campus-wide leadership to take the pulse of overall business activity to identify cross-marketing opportunities.

- Actively support the agency's technical assistance division with ideas, by creating presentations or materials, assisting with virtual consulting needs, etc.

- Support the Executive Leadership Team in creating internal communications protocols and initiatives that will foster employee morale.

- 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.
- Under direction of Supervisor, direct work of summer interns from local colleges.

- Perform related work as required.

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.
- Strong project management, planning, and organizational skills, which may include utilizing project management tools such as Trello, Monday.com, etc.
- Working knowledge of WordPress or other html web design platforms
- Proven design skills utilizing Canva, InDesign, or other design platforms
- Knowledge or ability to learn how to manage a content calendar for multiple brands (such as HootSuite.) to post on platforms such as Facebook, LinkedIn, and Twitter.
- Familiarity with various communications and marketing platforms (such as Adobe Creative Cloud, Loomly, YouTube, LinkedIn, Facebook, Instagram, JotForm).
- Familiarity with mass communications platforms for email and texting campaigns.
- Ability to multi-task and re-prioritize as needed.
- Desire to take full ownership of assigned projects and can work independently.
- Demonstrated 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 OR relevant work experience may substitute for education on a year-by-year basis

- 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).
- We strongly encourage people from underrepresented groups to apply.

The Spokane Workforce Council is an equal opportunity employer. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay Service 711.

Communications Manager

New: July 2020
Revised: September 2023

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Employee   Date

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Supervisor   Date