



PACIFIC MOUNTAIN
WORKFORCE
DEVELOPMENT

POSITION TITLE:

Specialist II - Communications

Reports to: Navigator – Strategic Initiatives

Type of Position:

Starting Salary Range: \$3,839– 4,157/mo

Regular Full-Time

Full Salary Range: \$3,839 – 5,110/mo

Regular Part-Time

Temporary

FLSA: Exempt Eligible

POSITION SUMMARY:

The Specialist role supports the work and complex activities generated by specialists, coordinators, managers and executives of the organization. The Specialist role focuses on their area of specialty and plays a proactive role in developing and organizing their activities. Has understanding of the organization and programs within to be able to analyze and address elements that fall within their purview. Uses independent thinking to help coordinate activities and communications with coworkers and outside agencies to accomplish work. Works with minimal supervision and takes initiative to manage workload. Organizes and follows through on goals and deliverables.

POSITION DESCRIPTION:

The Specialist II – Communications works closely with each department in the PacMtn administrative office to enhance communication and public relation activities that support the programs and mission of PacMtn. Utilizes media platforms to develop comprehensive and strategic approaches to deliver information. Designs marketing and branding material to create awareness and promote utilization of programming. Assists in outreach and events. Creates press releases, impact stories, and other reports for a wide variety of audiences. Ensures that consistent, quality communication is distributed and builds necessary relations and connections with vendors and partners to widen area of distribution and impact for PacMtn information.

Has additional area of focus in supporting social media and website content creation. Works closely with vendors specializing in support of these areas. Supports department in general administrative duties.

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

1. Write, edit and design a variety of public relation and marketing materials, such as newsletters, flyers, posters, articles, press releases, and impact reports.
2. Uses a variety of social media platforms to distribute communication material and increase digital presence.
3. Assists and supports in the planning, execution and outreach of events, campaigns and meetings.
4. Assists in developing, and leads execution of, PacMtn’s communications plan.

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5. Coordinates with vendors and partners to gather information related to communication efforts and widen distribution of outreach materials.
6. Reviews and updates contents of website, Facebook and other social and digital media.
7. Evaluates information technology applications to improve communications.
8. Develops strategies to ensure consistent and quality messaging, branding, and marketing.
9. Monitors regional WorkSource branding.
10. Communication liaison with organizations that provide support for the organization.
11. Reviews documents for completion and accuracy.
12. Completes forms, spreadsheets, reports and communication for a variety of projects.
13. Researches and analyzes data in support of projects, reports and communication documents.

REQUIRED KNOWLEDGE, SKILLS AND ABILITIES:

1. Strong marketing and public relations skills.
2. Strong verbal and written communication skills. Ability to generate clear, concise information and to vary writing styles to meet needs.
3. Knowledge of communication systems and protocol.
4. Knowledge and ability to maneuver all major social media platforms.
5. Ability to manage website content
6. Ability to organize, coordinate, and prioritize projects and meet deadlines.
7. Ability to collect, understand, and interpret/translate data research into visually approachable, creative and professional looking reports.
8. Tech savvy and ability to utilize modern applications to enhance productivity.
9. Ability to understand, interpret and follow federal, state and local policies and regulations.
10. Must have ability to independently perform assignments requiring substantive knowledge of programs, regulations and policies.
11. Ability to provide quality customer service and create a professional working environment.
12. Must be organized and possess strong multitasking skills.
13. Must be detailed oriented with strong editing and proofreading abilities.
14. Must be able to adapt to a fast paced work environment and handle a variety of responsibilities with confidence and grace.
15. Must be able to effectively and professionally resolve issues embodying a calm and helpful attitude.
16. Ability to work and collaborate with diverse populations and establish and maintain cooperative relations with others.
17. Able to maintain high levels of confidentiality, credibility and professionalism.

18. Proven experience with Microsoft Excel, Word, PowerPoint and Outlook. Ability to provide technical assistance to staff around use and troubleshooting.

WORKING CONDITIONS/PHYSICAL REQUIREMENTS:

The work is performed in an office environment. Minimal bending, stooping, kneeling or lifting involved. May require infrequent local travel.

OTHER:

None

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