Position: Communications Officer
Reports to: Marketing & Communications Manager
FLSA Status: Exempt
Category: Regular, Full-time
Location: Seattle, WA
Salary Range: $55,129 to $67,379

SUMMARY:

Across the state, Washington has more science, technology, engineering, math (STEM) and health care jobs than it can fill yet our higher education system cannot keep up with the demand for skilled employees. The Washington State Opportunity Scholarship (WSOS) is a unique, public-private partnership designed to address our talent shortage. WSOS fuels the state’s economy by providing scholarships and a continuum of support services to high-potential students who are pursuing a graduate degree, bachelor’s degree, associate degree, certificate, or apprenticeship in a high-demand trade, health care or STEM program in Washington state.

The WSOS Communications Officer will assist the Marketing & Communications Manager in the execution of local, regional and state-wide communication efforts in support of the WSOS mission. The Communications Officer will focus on developing and executing strategic communications, including digital and video content, aimed at the higher education community; state and local government; business communities; current and future recipients of the scholarship; community leaders; potential and current donors; and educational organizations and institutions.

KEY RESPONSIBILITIES AND ACCOUNTABILITIES:

- Support the production and execution of organizational communication and engagement including events, social media content, e-mail campaigns, scholarship promotion and fund development.
- Provide graphic design and formatting support to maintain brand standards and message consistency.
- Collaborate with teams across the organization to produce and edit digital and video content, including recording on phone to livestream or add to stories.
- Collaborate with Marketing & Communications Manager to execute WSOS social media strategy, monitor social media platforms and track analytics.
- Assist in the maintenance and updating of the WSOS website.
- Ensure the organization’s public image, brand and message is consistent across marketing and communications channels.
- Provide event support such as building slide decks, collateral, and script writing.
POSITION REQUIREMENTS:

Education and Experience

- 2-3 years of experience creating, editing and sharing photo and video content for websites and social media
- 2-3 years of graphic design experience, especially designing for diverse audiences
- Bachelor’s degree in journalism, public relations, communications or a related field or equivalent experience.
- 3-5 years of relevant professional experience in marketing, journalism or donor relations/development. Experience in the non-profit sector is preferred.
- Excellent organizational and project management skills with an ability to multi-task and work well under pressure.

Core Competencies

- Able to thoughtfully consider and embrace new ideas and different perspectives
- Focuses on accomplishing team goals rather than a personal agenda
- Communicates goals, objectives and strategies frequently and aligns them with work and tasks
- Regularly reflects on challenging situations as opportunities to identify learning opportunities; engages others in reflection
- Proactively and independently identifies potential challenges
- Awareness of inequities that exist at multiple levels (personal, interpersonal, organizational, and systemic)

Preferred Qualifications, Knowledge, Skills, and Abilities:

Knowledge of:

- Existing and emerging social media channels and online marketing tactics
- Strategies for creative communications across marketing, public relations and collateral development
- Systems of power and oppression and how they impact the lived experience of students of color, first-generation college students and students from low-income families
- High-demand (leading or up-and-coming) industry sectors in the state of Washington, particularly those that leverage the advancement of STEM and health care
Skill in:

- Excellent verbal and written communication skills with experience writing and proofreading with accuracy across a variety of communication pieces
- Use of computer applications including Microsoft Office, Smartsheet and other tools to enhance productivity and grow efficiencies; video and video editing software; Adobe design suite; fundraising database and Constant Contact experience a plus
- Utilizing social media and online communication tools to grow online presence and reputation is a plus

Ability to:

- Work effectively and collaborate with diverse groups of people
- Thrive working independently and under supervision in an energetic, fast-paced team environment
- Balance competing priorities in a cross-functional workspace

LICENSES, CERTIFICATES, AND OTHER REQUIREMENTS:

- Valid Washington state driver’s license or identification card
- Complete a criminal background check absent of offenses impacting ability to perform in the role

WORK ENVIRONMENT:

- Occasional lifting of up to 20 pounds; regular walking, sitting, bending, twisting, and reaching
- Open to dialogue about issues related to diversity, equity, and inclusiveness
- Typical office environment with moderate noise levels from standard office equipment
- Ability to perform consistent work on a PC required
- Travel up to 10% of the time

BENEFITS:

- Competitive salary commensurate with experience
- Health, dental, vision and prescription coverage; long-term disability, short-term disability and life insurance
- Paid time off (PTO) and holidays
- Matching 401(k)
HOW TO APPLY:
The position will remain open until filled. To apply, please send all of the following documents:

- Cover letter outlining your interest in the position
- Resume highlighting relevant aspects of your experience
- Personal diversity or equity statement (maximum of 300 words): The purpose of this statement is to identify candidates who have professional skills, experience and/or willingness to engage in activities that would enhance organizational and educational equity.

Please email the above to jobs@waopportunityscholarship.org

Equal employment opportunities and diverse staffing are fundamental principles of WSOS. To learn more about the Washington State Opportunity Scholarship, please visit www.waopportunityscholarship.org. People who have personal experience as a first-generation, under-resourced or underrepresented student like the majority of those WSOS serves are especially encouraged to apply.