917 Lakeridge Way Southwest
Olympia, Washington 98504
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wsac.wa.gov

EXEMPT RECRUITMENT ANNOUNCEMENT

Associate Director – GET Marketing and Communications

Reports to:	GET Director
Division:	Guaranteed Education Tuition Program
Classification:	Exempt
Salary:	$74,664 - $88,104 DOQ
Closes:	November 5, 2013

Agency Profile

The Washington Student Achievement Council links the work of the secondary schools, higher education, and state education agencies to achieve the mission of improving educational outcomes for students at all levels. Supported by a cabinet-level state agency, the Council proposes improvements and innovations needed to adapt the state's educational institutions to evolving needs, and advocates for increased financial support and civic commitment for public education in recognition of the economic, social, and civic benefits it provides. The agency also conducts research and analysis, protects education consumers, manages the Guaranteed Education Tuition (GET) college savings program, and administers state and federal financial aid programs.

About the Program

The Guaranteed Education Tuition program (GET) allows families to purchase tuition units now for use at a later date. These funds are invested and the account owner is guaranteed a return, which will cover tuition at some future date. GET offers a safe and secure way to save for college, therefore increasing college affordability and reducing dependence on other forms of financial aid. The Committee on Advance Tuition Payment, commonly referred to as the GET Committee, governs the program. The Committee is composed of the executive director of the Washington Student Achievement Council, the State Treasurer, the director of the Office of Financial Management and two citizen members.

Mission: GET serves Washington families by offering a safe and secure way to save for college.

Vision: We are committed to: Encouraging statewide awareness and participation in GET, a nationally recognized college savings program. Excellence in customer service that supports families and student success. A positive work environment where employees are valued as individuals and supported in their work.

Values: Stewardship, Improvement, Respect, Teamwork, Well-being

About the Position

This position reports directly to the GET director and is responsible for all marketing and communication components of the GET program. It directly oversees all advertising/creative development, media buying/budgets, television/radio advertising production, media relations, publications, Web design and maintenance, program outreach, graphic design, and photography. It develops annual marketing and communications strategies and makes adjustments as needed.

This position works with the management team in developing and implementing program policies and procedures, developing and managing the marketing budget, working with administrative staff and the personnel office to ensure the program remains in compliance with Council standards; represents the GET program on agency committees; and, performs other duties as required.

This position supervises all marketing and communication unit staff, currently composed of three staff: marketing and communications manager, marketing and communications coordinator, and community relations manager.

WORK ACTIVITIES

Marketing and Public Relations

- Set marketing goals and objectives for the GET program.
- Develop and implement marketing strategies.
- Organize and develop a plan and budget for all marketing activities.
- Conduct market research and/or customer focus groups to recognize and establish priorities.
- Develop advertising objectives, determine strategies and message, coordinate advertising with other promotions and functions, and measure results.
- Oversee direct mail campaigns.
- Develop, write, and oversee the design and production of all program promotional and marketing materials including, but not limited to, the annual enrollment kit, brochures, fliers, and banners.
- Coordinate media messages and campaigns. Write all program press releases and coordinate interviews.
- Oversee the development of the program's advertising campaign, including copy for all advertising (television, radio, print, and outdoor).
- Contract with and work directly with graphic designer, media buyer (television/radio), television/radio production companies, Web designer, creative agency, photographer, and others, as needed.

Management

- Develop guidelines and administration procedures as necessary and review them with the GET director.
- Serve as a member of the GET senior leadership team.
- Supervise all Marketing and Communications unit staff.

Contract Administration

- Oversee all marketing contracts and oversee the RFP and contracting process for new contracts. These contracts may include media buying, television/radio production, advertising/creative development, Web design and maintenance, and graphic design.
- Develop, prepare, and evaluate Requests for Proposals and Requests for Qualifications and Quotations for review by the Committee, when necessary.
- Ensure compliance with the terms of the contracts and resolve problems concerning the obligations of either state or private concerns.

Other Projects

- Coordinate and facilitate marketing-related projects and research for the program.
- Conduct presentations about the program before interested groups and potential purchasers of the program as needed. May include attending fairs and working some weekends.
- Recommend and coordinate changes in policies, procedures, and organization to increase program efficiency.
- Act as spokesperson and lead for media relations for the program in the GET director's absence and as a secondary person to contact on a regular basis.
- Participate in all GET Committee meetings.
- Work closely with agency policy, communications, and legislative staff, and office of the state actuary staff on projects related to GET issues.

REQUIRED EDUCATION AND EXPERIENCE

Required Education, Experience, and Competencies:

- BA/BS degree required in marketing, communications, or related field.
- At least eight years of professional experience in public relations or marketing, with a proven record of success.
- Experience in strategic planning for public relations and marketing campaigns.
- Demonstrated success in collaborative approaches to work, team-building, and leadership.
- Experience supervising or leading a communications team.
- Experience working successfully with print and broadcast media.
- Ability to work independently, apply and interpret laws, policies and procedures; use of good judgment in evaluating and making decisions.
- Ability to effectively prioritize tasks, estimate time frames, meet deadlines, plan and use available resources, coordinate work assignments with others.
- Demonstrated skills in proofreading technical documents, including error detection and correction skills.
- Superior skills in MS Office.
- Ability and willingness to speak and communicate effectively with customers, managers, and co-workers.
- Ability to perform duties efficiently in a high-volume, fast-paced environment.
- Ability to interact harmoniously and productively with people within the immediate work unit and the entire Council agency.
- Ability to work independently, use good judgment in evaluating and making decisions, communicate effectively, and maintain courteous attitude toward public and employees.
- Outstanding written and oral communication skills.
- Experience in public speaking, media relations, advertising, and Web communications.
- Able to logically and creatively utilize problem-solving skills to meet challenges.

Preferred/Desired

- Experience in program development and/or management of a complex program.
- Experience working in diverse work groups.
- Experience working in state government, higher education administration, contract administration, and marketing/communications administration.

Travel statewide is necessary to carry out responsibilities of the position.

Application Procedures

To be considered for this position, you must possess the required qualifications listed above and submit a complete application package, which must include the following:

1. Letter of Application. A letter of application that addresses how you meet the required and preferred education and experience described in this announcement. Applications with generic cover letters will be considered nonresponsive and may eliminate the application from further consideration.
2. Resume. A detailed resume including all educational and professional experience.
3. References. A list of names, titles, and current telephone numbers of three (3) employment references.
4. One writing sample.
5. Authorization to Release Information form.*
6. Affirmative Action Form (optional).*

**These forms can be found on our website at: http://wsac.wa.gov/employment*

Electronic application packages are encouraged and should be sent in ***MS Word format or as a .pdf only,*** with "AD Marketing and Communications" in the subject line.

Email: Karenm@wsac.wa.gov
Phone: 360-753-7802

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Please note: The quality and completeness of the required application materials will be considered in determining whether candidates will move to the next phase of the screening process. Generic cover letters will be considered non-responsive and may eliminate you from further consideration. You should keep a copy of your application for your files.

The Washington Student Achievement Council is strongly committed to enhancing the diversity of its workforce. We will provide assistance in the recruitment, application, and selection process to applicants with disabilities who request such assistance. Please call (360)753-7802 as early as possible regarding any assistance you may require.