

**Washington Student
Achievement Council****Communications Director**

Appointment Type:	Exempt
Classification:	Communications Director
Division:	Communications
Salary Range:	\$80,000 – \$95,000 DOQ
Work Schedule:	Full-time
Location:	Olympia
Opens:	December 6, 2012
Closes:	January 15, 2013

AGENCY PROFILE

The Washington Student Achievement Council (WSAC) 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 nine-member 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 Communications Division

The Communications Division provides writing, editing, design, and media production services that enable the Student Achievement Council to communicate effectively with a wide range of internal and external stakeholders, including the news media, the Legislature, educational sectors, and the public. The division creates and implements a broad agency communications plan to include publications, website development, podcasts, social media, and outreach to external print and electronic media. It provides support to the Council and executive director by helping coordinate material presented at public meetings. The division also writes or edits—in collaboration with other agency divisions—various policy statements, background documents, analyses, and other high-level material used to promote internal, external, and Council understanding of a wide range of education issues.

About the Position:

The Communications Director, a member of the agency's executive leadership team, is charged with developing and implementing a comprehensive and strategic communications program to support Council and agency goals and objectives. The director helps the Council and senior managers, including the executive and deputy directors, identify opportunities, formulate messages, analyze report content, and plan and execute communication strategies designed to win public and stakeholder support for programs and services.

The director develops strategies to disseminate information developed to appropriate audiences and stakeholders. The director works in a leadership capacity with the executive director to develop and articulate the major components of the strategic action plan and 10-year roadmap. The director also works closely with the agency's divisions on the plans' specific contents and organization. The director consults with staff on divisional communication efforts and seeks ways to improve internal

communication at all levels. A high level of writing ability, editing, publications design, presentation preparation, and many other specific duties related to communications work are essential components of this position. The director must be keenly attentive to detail and meaning and insist on the highest standards of work product in everything that leaves the Council. In performing these duties, occasional statewide travel will be required.

Essential Functions:

The position requires a high level of writing and analytical ability; understanding of a broad range of higher education policy issues; strategic planning experience; ability to understand and explain complex budget and funding processes; knowledge of information technology networks, systems, and programs used to communicate with the public and stakeholders; experience working with printers, graphic designers, photographers, advertising agencies and consultants hired to provide specific program or promotional content; experience managing professional staff; and broad experience in strategic organizational communication and crisis management.

The incumbent is responsible for continually assessing employees' performance, recognizing good performance, and intervening appropriately when performance is not acceptable. The incumbent also is responsible for conducting timely and meaningful evaluations of employees.

QUALIFICATIONS

Required Education, Experience, and Competencies:

Education/Experience

- A bachelor's degree
- Five years of work experience in public affairs, higher education, or government communications, or a closely related profession
- Supervisory experience

Competencies

- Excellent written, verbal, and visual communications skills, including the ability to summarize complex issues quickly and concisely
- Proficiency with Microsoft Word, PowerPoint, and Outlook
- Critical thinking and careful attention to meaning, message, and facts
- Knowledge of media methods and approaches
- A record of high efficiency and good humor under deadlines

Preferred/Desired Education, Experience, and Competencies:

- A master's degree
- Senior-level public affairs management experience

SALARY AND BENEFITS

The salary for this position is commensurate with experience. The State of Washington offers a generous benefits package, worth about 30% of the salary, that includes medical, dental, life, and long-term disability insurance; vacation, sick, military, civil, and shared leave; 11 paid holidays per year; a state retirement plan with generous employer contributions; optional Deferred Compensation Program for tax-deferred retirement investments; and optional Dependent Care Assistance and Medical Flexible Spending Accounts.

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 qualifications described in this announcement.
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).**

Initial screening will be based solely on the information contained in your application. You should keep a copy of your application for your files.

Submit your completed application materials to:

Karen Moton-Tate
Associate Director of Human Resources
Washington Student Achievement Council
917 Lakeridge Way SW
P.O. Box 43430
Olympia, Washington 98504-3430

APPLICATION CLOSING DATE

Applications due by January 15, 2013 at 5:00 p.m.

Applications may be mailed or delivered to the above address or faxed to (360) 704-6202. They may also be submitted in electronic format to: Karenm@wsac.wa.gov. Please type "COMMUNICATIONS DIRECTOR" in the subject line.

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.

The Washington Student Achievement Council is an equal opportunity/affirmative action employer and 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 contact us at (360) 753-7802 as early as possible regarding any assistance you may require.

AUTHORIZATION TO RELEASE INFORMATION

As an applicant for a position with the Washington Student Achievement Council, I am required to furnish information for use in determining my qualifications. In this connection, I hereby authorize the Council to make inquiries regarding my education, work experience and references, unless otherwise stated below. I hereby release all parties and persons associated with any such inquiries from liability in connection with information they give.

A photocopy of this release form will be valid as an original thereof, even though the said photograph does not contain an original writing of my signature.

Comments: _____

Printed Name

Signature

Date

AFFIRMATIVE ACTION DATA SHEET

Please complete and return this form with your employment application package. This is an optional form. You may choose not to complete this form.

Name: _____

Position: _____

Check the item that best describes how you heard about this position.

Friend or neighbor WSAC Website Newspaper or other publication*
 Dept of Personnel WSAC Job line An organization electronic
 Other State Agency* Other* notice*

*Please specify web site, organization, newspaper, publication or other source here:

The Washington Student Achievement Council is an equal opportunity employer. The Council's state-approved Affirmative Action Program seeks to ensure that employment opportunity information reaches all qualified potential candidates, including African Americans, American Indians/Alaskan Natives, Asians/Pacific Islanders, Caucasians, Hispanics, women, men, persons age 40 and over, persons with disabilities, disabled veterans, and Vietnam era veterans. To implement this program more successfully, the Council requests that you provide the following information. Submission of this statistical information is voluntary; failure to complete this portion of the form will not adversely affect your candidacy for employment.

This information will be separated from your application and handled confidentially.

Please check any/all of the following that apply:

Male African American/Black Vietnam Era Veteran
 Female Asian/Pacific Islander (served 180 days or more
 Age 40 or older Caucasian/White between 2/28/61 and 5/7/75 and
 Person with a Hispanic/Latino does not have a dishonorable
disability Native American/
American Indian/
Alaska Native Special Disabled Veteran
(30% or more disability)