

**EXEMPT RECRUITMENT ANNOUNCEMENT
Communications Program Manager
Communications Division**

Employee Reports to: Communications Director
Division: Communications
Classification: Exempt
Salary: 53,000 to 60,000 - DOQ

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 Communications Division

The Communications Division provides strategic communications planning for the Council and agency staff. The varied goals and targets of the agency's communications plans call for the utilization of a variety of communications skills, including writing, graphic design, website management, media relations, project planning, social media expertise, and more. In addition to oversight of internal communications protocols, the communications team is responsible for external Council messaging that aligns with the agency's mission and vision. External communications include, among others, the development and distribution of meeting materials, media advisories, speeches, and correspondence. The division also writes or edits—in collaboration with other agency programs—various policy statements, background documents, analyses, and other high-level material used to promote key publics' understanding of specific issues.

About the Position

The Communications Program Manager is an essential member of the Communications team, charged with implementing programs and designing products in support of the Council's strategic plan goals. The Communications Program Manager will work closely with the Communications Director to ensure timely production of deliverables governed by the division's varied communications plans.

The Communications Program Manager will directly assist the Communications Director, identify opportunities, formulate messages, analyze report content, and execute communication strategies designed to win public and stakeholder support for programs and services. The Communications Program Manager also will play a key role in collaborating with agency staff to ensure Council communications' products, from reports and policy briefs to press releases and graphics, are reflective of the quality of the Council's work.

As lead writer and media relations manager for the Council, the successful candidate must possess a high level of writing ability; an astute attention to detail; have experience with project planning and implementation, and be familiar with print design, social media, and many other skills related to communications work. In performing these duties, occasional statewide travel will be required.

Required Education and Experience

A bachelor's degree.

Three years of experience in public affairs communication, writing, program administration, or a closely related profession.

Core Competencies

The successful candidate should demonstrate the following:

Excellent communication skills (written, verbal, visual).

Experience with project management and organizational development.

The ability to manage the implementation of multiple communications plans and the production of deliverables within those plans.

A proven track record of goal-oriented work performance.

An understanding of cross-platform communications channels.

Dedication to detail.

The ability to think critically.

Excellent technical skills, including experience with Adobe Cs6, Office Suite, Social Media, Google Analytics.

The ability to collaborate with others.

The ability to repackage complex issues in messaging that is easy to read and understand.

The ability to function in a fast-paced and high-demand work environment.

A professional record of high efficiency.

The ability to self-assess and a commitment to constant improvement.

A collegial demeanor and a good sense of humor.

Work Activities

Manage multiple communications plans' targets, tracking deliverables and evaluating the success of tactics designed to meet plan goals.

Serve as the agency's lead writer and editor on agency communications products.

Write and disseminate news releases, PSAs, editorial pieces, fact sheets and executive summaries that clearly convey complex information.

Analyze stakeholder communications through blogs, social media, newsletters, and other communications channels.

Analyze communications' effectiveness through a variety of analytical tools, including Google Analytics, surveys, and other evaluative measures.

Facilitate stakeholder relationships by managing multiple contact lists, meeting schedules, and events.

Format reports, PowerPoint's, briefings, and other materials for the Council.

Develop Council graphics (InDesign, Photoshop) as necessary for successful completion of the team's communications plans.

Coordinate public information activities as appropriate with counterparts in other organizations, including the Office of the Governor, the Legislature, education institutions and state agencies;

Develop strong relationships with stakeholder communications' staff throughout the state.

Perform other duties as assigned

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. Authorization to Release Information form.*
5. Affirmative Action Form (optional).*

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

Fax: (360) 704-6202 | **Email:** Karenm@wsac.wa.gov

Complete application materials must be **received** in the office of the Washington Student Achievement Council by **5:00 p.m. on April 16, 2013**. Electronic application packages are encouraged and should be sent in **MS Word format or as a .pdf only** with Communications Program Manager in the subject line. If submitting by fax, please put the optional affirmative action form in a separate file.

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.

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.

| | | |
|--|--|---|
| <input type="checkbox"/> Friend or neighbor | <input type="checkbox"/> WSAC Website | <input type="checkbox"/> Newspaper or other publication* |
| <input type="checkbox"/> Careers.wa.gov | <input type="checkbox"/> WSAC Job line | <input type="checkbox"/> An organization electronic notice* |
| <input type="checkbox"/> Other State Agency* | <input type="checkbox"/> Other* | |

*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:

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