

SUSQUEHANNA WORKFORCE NETWORK, INC.
POSITION DESCRIPTION

Job Title: Communications & Outreach Specialist

Summary:

This position is responsible for internal and external communications, public relations, social media management and developing, coordinating and implementing company's outreach strategies with a focus on digital outreach. This position reports to the Executive Director.

Essential Job Functions:

- Plans, develops and coordinates company public relations and digital outreach strategies.
- Develops effective outreach and promotional channels to communicate organizations services to customers, partners and stakeholders.
- Assists with event planning and tabling events as it pertains to outreach initiatives.
- Tracks and performs analysis of outreach activities to assess for effectiveness.
- Identifies and executes best practices to enhance awareness of SWN's capabilities and services.
- Applies various social media tactics in creating brand awareness; facilitates and develops social media, mobile applications, website and email strategies.
- Collaborates with staff and external organizations and vendors/contractors to develop messaging, branding ideas, promotional materials and outreach activities.
- Produces content for print & digital including infographics, website, press releases and social media and blog.
- Apply knowledge of SaaS to evaluate & manage integrations with existing digital assets; ensures efficient use across the organization.
- Organizes and facilitates internal outreach team and develops agency communications plan. Identifies and provides staff development to effectively execute plan.
- Utilizes graphic design capabilities, Canva and Adobe Creative Suite to create engaging and on-brand graphics for a variety of media.
- Supports activities that require presentations, speeches, articles, recruitment and general outreach.
- Proof read and edit internal and external communications.
- Identifies technology needs to support outreach and communications plans.
- Write copy and track effectiveness of paid advertising.
- Facilitates the development of Request for Proposals as needed.
- Performs other duties as assigned.

Knowledge, Skills, Abilities:

1. Knowledge of Federal, State and Local Workforce Development Programs.
2. Knowledge and experience in UX design, social media management, content creation, web design, WordPress, content management systems (CMS), SEO tactics and customer relations management (CRM) platforms.
3. Familiarity with WordPress, Mailchimp, Constant Contact, Salesforce, Outlook and Google Suite.
4. Understanding of best practices and strategies as it relates to individual social media channels.
5. Possesses strong interpersonal skills and ability to work in a collaborative environment.
6. Excellent organizational skills and abilities to communicate effectively orally and in writing within and outside the organization; including external vendors.
7. Skills and ability to organize plan and execute work with minimal supervision.

8. Experienced user of social media strategies and computer software for word processing, presentations, databases and internet.
9. Proven graphic design experience.
10. Knowledge of local economic environment and resource organizations.
11. Skills and ability to present information in briefings and presentations.

Required Qualifications: Note: Any acceptable combination of education, training, and experience that provides the above knowledge, skills and abilities may be substituted.

Training and/or Education:

Associates degree in marketing, communications, graphic design or related field.

Experience:

Experience related to marketing, communications, graphic design and working with external vendors. Proven experience with website editing, design software and technologies, utilization of content management software, public relations, problem solving, traditional and digital marketing, public speaking, skills and content development preferred.

Licenses or Certificates: None

None.

Work Environment:

Physical Demands:

Work is performed for the most part in an office setting, sitting at a desk or computer. Some walking, standing and regional business travel is required.

Unusual Demands:

The work involves frequent interruptions and occasional deadline pressure.

FLSA Status: Non-exempt

7/6/22 (draft)