

Job Title:	Marketing & Communications Coordinator
Department:	Marketing
Reports to:	Director of Government & Public Relations
FLSA Status:	Exempt
Pay Range:	\$51,888 - \$77,230
Approval Date:	November 9, 2021
Review / Revision Date:	November 9, 2021
Funding:	Grant
Duration:	Indefinite

Organization and Purpose

Workforce Solutions Alamo is a nonprofit organization that serves as the leadership and governing body for the region's workforce development system. Workforce Solutions Alamo is responsible for over \$100 million dollar budget consisting in local, state, and federal funds. Our mission is working to strengthen the Alamo regional economy by growing and connecting talent pipelines to employers. We are guided by the core values of Integrity, Excellence, Innovation, Collaboration, and Accountability.

Workforce Solutions Alamo is governed by a 25-member Board of Directors that reflects the diverse constituencies of the regional community: business, economic development, education, labor, community organizations, and government. Our service area includes the counties of Atascosa, Bandera, Bexar, Comal, Frio, Gillespie, Guadalupe, Karnes, Kendall, Kerr, Medina, McMullen, and Wilson.

Summary

Under the direction of the Director of Public and Government Relations, the Marketing & Communications Coordinator will coordinate, execute, monitor, and measure the agency's marketing and communications efforts, performing a range of specialized and administrative duties in the agency's Public & Government Relations department. The individual should be an excellent writer and have experience in social media and graphic design. The ideal candidate will be a team player who is energetic, organized, creative, and self-motivated to join our busy marketing and communications department.

Essential Duties and Responsibilities

- **Communications:**
 - Assist with writing and editing speaking points for media stories, news articles, etc. and prepare for translation.
 - Collaborate with department directors & managers to update and write website content, newsletters, and special projects as needed.
 - Copy-edits other departmental projects: newsletters, press releases, materials for distribution.
 - Assist in drafting and distributing press releases.
 - Assist in promoting the organization through public relations initiatives.
 - Assist in developing fresh story ideas.

- Develop and manage monthly report of Return on Investment (ROI) or recaps on Marketing and Communication efforts for each initiative and or job fair.
- Work directly with Director to identify and execute project needs and specifications.
- Brief Director on design, copy, image, and content needs for promotional and marketing collateral.
- Act as a brand steward, upholding brand and trademark standards and consistency in all projects.
- Contribute to the management of media relationships.
- Assist in coordinating media interviews.
- Monitor media and industry trends weekly.
- Work closely with director of public and government relations to ensure the above is in line with PR Strategic Plan Marketing & Communications.
- Research and report on competitive activity, including identifying new opportunities and making recommendations accordingly.
- Collaborate with Digital Marketing & Social Media Specialist to obtain digital oversight (social media, Google My Business, Google Analytics) for monthly / quarterly reporting / board meetings as needed.
- Collaborate with the Digital Marketing & Social Media Specialist in researching, writing / producing / outsourcing content production (written, image-based, video, etc.)
- Work with necessary departments for electronic publication for timely submissions.
- Work with publication vendors for timely ad submissions / contract renewals.
- **Website:**
 - Assist in contract management - maintain relationships with vendors to include project guidance and oversight on Website contractor.
 - Maintain accurate website content and design through Workforce Solution Alamo's (WSA) program's communication.
 - Coordinate and implement website changes with WSA departments and contractors on a constant basis.
- **Social Media:**
 - Work with Digital Marketing & Social Media Specialist to ensure social media content is in alignment with overall messaging strategy and organizational/programmatic goals.
 - Assist with social media monitoring and up to date trends.
- **Special Projects:**
 - Interface with organization's departments (Business Solutions, Child Care, Youth, Public Relations, Data Analysts, and other programs) as needed to manage integrated campaigns or collaborative projects.

- Support events through promotional marketing management (open houses, press conferences, job fairs, etc.)
- Work with publication vendors for timely ad submissions.
- Assist in training new staff/Business Services Representatives/interns in creating and maintaining marketing and promotional materials, both digital and print.
- Assists with other projects as assigned.

General/Organizational Competencies

- **Quality/Compliance:** Achieving a standard of excellence with our work processes and outcomes, honoring TWC policies and all regulatory requirements.
- **Problem Solving:** Identifies problems and uses logic, judgment, and data to evaluate alternatives and recommends solutions to achieve the desired organizational goal or outcomes.
- **Decision Quality:** Makes sound decisions that consider objectives, risks, implications, and agency and governmental regulations.
- **Customer focus:** Striving for high customer satisfaction, going out of our way to be helpful and pleasant, making it as easy as possible on the customer rather than our department or agency.
- **Communication:** Balancing listening and talking, speaking, and writing clearly and accurately, influencing others, keeping them informed.
- **Collegiality/Collaborating:** Being helpful, respectful, approachable and team oriented, cooperating with others inside and outside the organization, to accomplish objectives to build and maintain mutually beneficial partnerships, leverage information, and achieve results.
- **Initiative:** Taking ownership of our work, doing what is needed without being asked, following through
- **Efficiency:** Planning, managing time well, being on time, being cost conscious, thinking of better ways to do things.
- **Continuous Learning and Self-Development:** Being receptive to feedback, willing to learn, embracing continuous improvement, proactively investigating new perspectives, approaches, and behaviors.
- **Integrity/Transparency:** Upholds social, ethical and organizational norms and values; firmly adheres to codes of conduct and ethical principles; behaves consistently, and is open, honest, and trustworthy; acts without consideration of personal gain.
- **People Management:** Setting clear expectations, reviewing progress, providing feedback and guidance, holding people accountable.

Education and Experience

- Bachelor's degree with at least 2-3 years' experience in public relations, communications, marketing, social media management. Internship in related field an asset.
- Dedicated social media experience is preferred.
- Experience creating content for and managing campaigns across multiple social media platforms – Facebook, Twitter, Instagram, LinkedIn, and YouTube.

- Experience with social media management and analytics tools, including Google Analytics and Facebook Ads Manager.
- Experience with graphic design concepts and tools: basic knowledge of Adobe, familiarity with Canva
- Working knowledge of website content management: WordPress.
- Social Media Scheduling tools: Hootsuite or similar.
- Microsoft Office
- Some knowledge of nonprofits in education/workforce development preferred.
- Strong writing, editing, proofreading and layout/design skills are essential.
- High degree of problem-solving abilities.
- Optimistic and energetic.
- Ability to prioritize and work independently with minimal supervision.
- Outstanding communication skills, both verbal & written.
- Ability to manage multiple projects and changes in direction, re-prioritizing deliverables as needed.
- Level-headed problem solver with a professional, service-oriented attitude.
- Superb organizational and tracking skills with great attention to detail.
- Adaptable, dependable, and responsible.
- Team player.
- Bilingual a plus.

Other Qualifications

- Must be legally eligible to work in the United States.
- Will require occasional in-region and out-of-region travel; Must have proof of valid driver's license and current auto insurance; must provide own transportation when on company business.

Physical Demands and Work Environment

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. See the Job Activity Requirements for the Essential Job Functions attached and description of the work environment.

Work Schedule: 8 AM – 5 PM Primarily (some weekends, holidays, and some travel – minimum (40) hours a per week with flexible schedule)

Workforce Solutions Alamo is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. The position will close when filled.

Equal Opportunity Employer