

Job Title: Communications Specialist

Employer: EDASC

Type: Non-Exempt

Schedule: 40 hours per week

Location: Mount Vernon, and Skagit County at large

Salary: \$45,500/yr. to \$55,000/yr. DOE, + Competitive Benefits Package

Supervisors: CEO EDASC

SUMMARY

The Communications Specialist will design and coordinate print and electronic materials and other media to promote and support EDASC's program of work and the flow of Skagit County's economic development information. As a leader in equitable economic development, all EDASC materials and communications will be produced under a lens of justice, equity, diversity, and inclusion. Foreign language skills and cultural competencies are especially valued.

Fundraising is an important and significant source of financial and community support for EDASC. The ideal candidate will work closely with the CEO, Director of Finance, and Economic Development Manager to execute an investor/donor acquisition and retention strategy that will support EDASC programs, staffing and operations. This may include identifying, tracking, signing, retaining, and increasing business membership.

The Economic Development Alliance of Skagit County (EDASC), a 501(c) (3) nonprofit entity, implements the economic development program for all of Skagit County: the county, its four cities and four towns, two ports, and the entire private sector including non-profits and K-16 education. The mission of EDASC is: EDASC carries out business attraction, retention and expansion, and collaborative engagement to achieve a prosperous, sustainable, and equitable community while maintaining Skagit County's natural beauty and quality of life.

EDASC is a fully vaccinated office, so the successful candidate must show documentation of full vaccination against Covid-19 before beginning employment.

The ideal candidate will work in close partnership with the CEO, Economic Development & Community Engagement Manager, and all staff.

This is a full-time, non-exempt position, and the hours are flexible to meet the programming and organizational needs. This is an in-office position, although working from home on occasion may be permitted and should be possible in case of necessity. Activities may include assignments at sites outside of the primary office or regular business hours. No supervisory responsibilities.

JOB DUTIES

DUTIES AND RESPONSIBILITIES:

1. Execute EDASC's Communications and Public Relations strategy
 - a. Promote the organization through storytelling.
 - b. Develop and curate compelling and relevant content that will inform domestic and international Site Selectors and businesses looking to locate in Skagit County, as well as those already here.
 - c. Develop and execute social media campaigns by generating compelling and relevant content to maintain and increase community engagement.
 - d. Maintain a master editorial and events calendar for the organization so that stories can be coordinated, and marketing potential can be maximized.
 - e. Create, manage, and distribute electronic and print materials for program activities, events, and meetings.
 - f. Publish high-quality newsletters and other direct mail and email campaigns.
 - g. Manage and maintain the EDASC website.
 - h. Track and report on media coverage of EDASC and Skagit County.
 - i. Establish and maintain media contacts and distribute/promote press releases.
2. Execute EDASC's Investor Relations Program
 - a. Develop and maintain investor-focused marketing and public relations materials and activities to promote and expand the visibility of EDASC, further engage investors and help them feel valued and informed.
 - b. Work with Director of Finance and Administration and the Program Support Coordinator to maintain the integrity of investor data in EDASC databases.
3. Working closely with the CEO
 - a. Execute long-term attraction and fundraising strategies aligned with EDASC's mission and strategic goals to meet revenue objectives.
 - b. Identify and cultivate prospective new investors/donors.
 - c. Seek-out and arrange interviews between the CEO and the media to promote EDASC programs, events, and workshops.
 - d. Assist with speech writing and creating presentations and talking points.
 - e. Draft letters, articles, and press releases.
4. Develop and oversee the production of the annual Skagit Business Guide which includes year-in-review information on EDASC activities to engage and inform EDASC investors, local businesses, municipalities, community organizations, and Leadership Skagit alumni.
5. Develop and oversee the production of the annual Leadership Skagit graduation booklet which includes year-in-review information on the program activities, as well as other occasional publications.

ESSENTIAL ATTRIBUTES:

- Competent and comfortable working with a wide range of communication tools including but not limited to newsletters, websites, social media channels, video, surveys, press releases, and other new or emerging communication technologies.
- While working under the supervision of the CEO and collaboratively with other staff members, you will continue to support EDASC's vision, mission, values, and goals. You will demonstrate clear understanding of EDASC's operating policies, including maintaining confidentiality regarding work with clients and internal matters.
- The ability to work cooperatively and with high integrity in a transparent manner in an organizational environment that relies on exceptional relationship building, open communication and positivity. You are hardworking, humble, results-oriented, and a collaborative team player.
- Self-motivated with an entrepreneurial spirit, and able to excel at working both independently, as well as in collaborative settings. You are comfortable accepting new challenges and responsibilities, and persevere despite difficulties, with enthusiasm and a positive attitude. You seek out ways in which you can help further EDASC's mission by supporting colleagues' efforts through listening and constructive, positive problem-solving. You are open to constructive suggestions and seek continuous improvement in your performance.
- Someone who is not afraid to break with the status quo and innovate, is adept at telling the right story at the right time and can listen, is donor- and customer-focused and results-oriented. To perform the job successfully, you and your portfolio should represent the achievements of a doer, a technical expert who is a creative self-starter as well as an engaging people person.
- You can adapt to shifting priorities, demands, and timelines, prioritize and execute tasks effectively, and manage multiple tasks simultaneously while adhering to important deadlines. You can plan and execute projects successfully.
- As part of a passionate and accomplished team, your positive attitude, creativity, helpfulness, and keen eye for detail is expected, and cross-cultural awareness and competency is highly desired.

QUALIFICATIONS

A people-person and servant leader with high emotional intelligence and a confirmed record of developing and maintaining cooperative, professional relationships with other employees, management, and outside organizations. To thrive in the position, you must enjoy change, be comfortable with "gray areas," and seek new challenges. The

requirements listed below are representative of the knowledge, skills, and/or abilities required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

REQUIRED ABILITIES:

1. Excellent written communication skills, including writing, proofreading, and editing.
2. A demonstrable ability to write informed, comprehensive, and high-quality content and create compelling visuals.
3. A portfolio representing your writing and graphic skills is required, including a listing of your proficiency in multiple software applications and services.
4. A secure knowledge of email marketing and the social media landscape with a proficient understanding of analytics and graphics.
5. Demonstrated high level of ability working with and understanding current technology with an eye to the future including databases, spreadsheets, documents, and a range of web-based applications.
6. Attention to detail, including proofreading, and data entry accuracy.
7. Excellent oral communication skills, including ease and proficiency with public speaking.
8. A record of accomplishment in dealing with the public and sales or sponsorship.
9. Familiarity with Skagit County, its communities, and industry sectors are highly desired.

EDUCATION, CERTIFICATIONS AND/OR EXPERIENCE:

1. Bachelor's degree in Communications, Journalism, Public Relations, or a related field.
2. Preference will be given to candidates a minimum of 5 years' experience and a proven background working in this field with exceptional people skills.
3. Foreign language skills are highly desirable.
4. Driver's license, ability to travel throughout Skagit County to attend meetings, programs and events (including some breakfasts and evenings).

PHYSICAL DEMANDS

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this position. Reasonable accommodations may be made to enable individuals with disabilities to perform the functions. While performing the duties of this position, the employee is regularly required to interact with individuals and groups that require them to talk and hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is regularly required to stand; walk; sit; and reach with hands and arms. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this position include close

vision, distance vision, and the ability to adjust focus. The noise level in the work environment is usually low to moderate.

WORK ENVIRONMENT

The employee will be working primarily in the EDASC offices and for a limited amount of time, is expected to be “out-and-about” in the community and the employer will have limited control over these environments.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

SIGNATURES:

This job description has been approved by all levels of management:

CEO _____ Date_____

HR _____ Date_____

Employee signature below constitutes employee's understanding of the requirements, essential functions and duties of the position.

Employee_____ Date_____