



## Job Announcement: Communications Specialist

Looking for a role where your creativity and communication skills can make a real impact? WABS is seeking a dynamic, part-time **Communications Specialist** to join our team. In this role, you'll craft compelling content, manage our social media presence, and ensure our messaging resonates with diverse audiences. If you're passionate about strategic communication, have a knack for social media, and are committed to making a difference, this is the perfect opportunity for you!

**Position:** Communications Specialist

**Schedule:** Part-time, permanent 0.5 FTE scheduled 20 hours per week, with working times within WABS normal and typical business hours (between 7am and 7pm).

**Compensation:** \$35,000-\$40,000 annually

**Benefits:** This position is not eligible for Medical or Retirement benefits. This position receives the following time off as paid: 13 observed Holidays, 10 PTO days, 1 Personal Floating Holiday, 5 days of Sick Leave, and a paid Winter office closure (approximately the last full week of December).

**Reports to:** Vice President of Development & Impact

**Location:** This position offers a hybrid weekly Monday through Friday schedule in-person at our Shoreline office (Tuesday-Thursday) and remote (Monday and Friday).

**Position Close Date:** 10/30/2024

**To Apply:** Complete the application here - <https://wkf.ms/3BCRRNs>

**Organization:** [Washington Alliance for Better Schools](#) leads a partnership of school districts, industry, and community dedicated to ensuring students furthest from opportunity can pursue a future that embraces their strengths, passions, and dreams.

**Vision:** Equity in every school. Opportunity for every student.

**Mission:** We lead a partnership of school districts, industry, and community dedicated to ensuring students furthest from opportunity can pursue a future that embraces their strengths, passions, and dreams.

### Core Values

- Engage: We authentically engage with students, families, community, and partners
- Create: We co-create innovative programs and strategies to advance equity for students
- Amplify: We activate and amplify the capacity that exists in people, communities, and systems

**Equity, Diversity, and Inclusion Statement:** We are committed to equity, diversity, and inclusion, which requires that we use our collective voice to identify and eliminate institutional barriers that deny equitable access and impact the success of Black, Indigenous, and people of color (BIPOC), and other underserved students.

**Responsibilities:**

- Build out an effective communications strategy for the organization in coordination with the VP of Development & Impact
- Develop and manage our organizational editorial calendar
- Create and manage social media content in collaboration with program staff, partners, and key stakeholders to grow followers and engagement
- Develop quarterly organizational newsletter, monthly program newsletters, and support development of Annual Report
- Create and streamline photo and video assets
- Manage website, including content & structural updates
- Collaborate with staff across departments to develop and maintain consistent marketing and communications materials that align with the organization's brand identity and messaging.
- Implement best practices for communications accessibility including translation, image descriptions, etc.
- Develop external marketing materials including presentations, flyers & documents
- Report and analyze key metrics related to the organization's communications efforts, such as website traffic and social media engagement, including generating strategies to increase desired metrics.
- Ensure consistent use of branding guidelines across all communications channels
- Support special events and other duties as assigned

**Desired Qualifications:**

- 4+ years of experience with social media content management across multiple platforms (LinkedIn, Facebook & Instagram), including a demonstrated track record of growing followers and engagement
- 4+ years of experience and/or education in communications or related field
- Experience using email marketing software
- Excellent written and verbal communication for a variety of audiences including families, educators, business & industry leaders, and philanthropic organizations
- Understanding of and commitment to equity, diversity, and inclusion in communications
- Experience with website management
- Familiarity and/or willingness to learn about communications accessibility best-practices
- Familiarity with nonprofits and/or public education

**Hiring Requirements**

As part of our standard hiring process for new employees, employment will be contingent upon the successful completion of a background check.

Depending upon your work location, we may require proof of full vaccination against COVID-19 and any recommended booster doses. All employees in the United States are to provide proof of full vaccination upon hire and any recommended boosters, subject to applicable laws.

**Inclusion Statement**

We are dedicated to the belief that all lives have equal value. We believe that to be inclusive, we must go beyond this statement to operationalize anti-racism as a part of our practice and are committed to creating a workplace where employees thrive both personally and professionally. We also believe our employees should reflect the rich diversity of the global populations we aim to serve—in race, gender, age, culture, and beliefs—and we support this diversity through all of our employment practices.

All applicants and employees who are drawn to serve our mission will enjoy equality of opportunity and fair treatment without regard to race, color, age, religion, pregnancy, sex, sexual orientation, disability, gender identity, gender expression, national origin, genetic information, veteran status, marital status, and prior protected activity.

Hi {CANDIDATE\_FIRST\_NAME}, thank you for your interest in the {JOB\_TITLE} with {COMPANY\_NAME}.

Please take the time to complete our full application by following the link found in the posting:  
<https://wkf.ms/3BCRRNs>

Thank you!

{COMPANY\_NAME}