### Job Title: Communications/Community Engagement Specialist

Employer: EDASC

Type: Non-Exempt

Schedule: 40 hours per week

Location: Mount Vernon

Hourly: $20/hr to $22/hr DOE+ Benefits Package

Supervisors: CEO EDASC, Director of Finance & Administration (HR)

### SUMMARY

Designs and/or coordinates the development and design of a wide range of electronic and/or printed graphic materials and other media for the internal and external communication activities at EDASC (including the newsletter, website maintenance, social media and other communication activities) to promote EDASC’s program of work, and the flow of Skagit County’s economic development information. This may include identifying, tracking, signing, retaining and increasing investments and seeking new sources of funding. The work schedule is flexible within parameters and may include assignments at sites outside of the primary office or regular business hours. No supervisory responsibilities at this time.

JOB DUTIES

ESSENTIAL FUNCTIONS AND RESPONSIBILITIES:

1. **Communications Overview**
   1. Refine EDASC’s public relations and communication strategy, with a focus on EDASC investors and Skagit County. Responsible to organize electronic and print materials for program activities, events and meetings.
   2. Continue to prepare and publish a high-quality newsletter sharing information on EDASC activities and Skagit County economic development initiatives: weekly event updates, an active social media presence, etc.
   3. Maintain EDASC website by coordinating with website vendor to ensure functionality and colleagues and external partners for context.
2. **Resource Development for Communications**
   1. Working in coordination with CEO and Director of Finance and Administration, synchronize EDASC internal and external public relations.
   2. Monitor and maintain media contacts; prepare press releases, presentations and talking points; track and report media coverage of EDASC & Skagit County.
   3. Draft internal as well as media outreach campaign strategies, including development of marketing materials for investor applications; sponsorship formats and a sponsorship planning update.
   4. Maintain a master editorial and events calendar for the organization so that stories can be coordinated and marketing potential can be maximized.
3. **Investor Relations Overview** 
   1. Assist in the development and execution of long-term attraction fundraising strategies aligned with EDASC’s mission and strategic goals to meet revenue objectives.
   2. Work with Director of Finance and Administration and the Program Support Coordinator to ensure the collection of investor data in EDASC databases as well as the invoicing and recording of investments.
   3. Help identify prospective new investors by working closely with CEO and EDASC team and board members.
   4. Develop investor-focused marketing and public relations materials/activities to promote and expand the visibility of EDASC, further engage investors and help them feel valued and informed.
   5. Produce monthly reports detailing investors to invoice for renewal as well as investors to send renewal certificates. Create letters and certificates for mailing.
   6. Coordinate investor mailings, including direct mail appeals.
   7. Update Investor Directory regularly.

### COMPETENCIES

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.

REQUIRED COMPETENCIES:

1. A demonstrable ability to write informed, comprehensive and high-quality content and create compelling visuals.
2. A secure knowledge of email marketing and the social media landscape with a proficient understanding of analytics and graphics.
3. A record of accomplishment in dealing with the public and sales.
4. Driver’s license, ability to travel throughout Skagit County to attend meetings, programs and events (including some breakfasts and evenings).

### QUALIFICATIONS

To thrive in the position, you must relish change 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.

DESIRED QUALITIES:

1. An evident understanding and acceptance of the values, mission and vision of EDASC.
2. Ability to work cooperatively in a transparent manner in an organizational environment that relies on exceptional relationship building and positivity.
3. Self-motivated and able to exercise initiative, able to excel at working both independently, as well as in collaborative settings.
4. Ability to manage multiple tasks simultaneously while adhering to deadlines.
5. Ability to prioritize and execute tasks effectively, conforming to shifting priorities, demands, and timelines.
6. An entrepreneurial drive to seek new challenges and persevere despite difficulties, with enthusiasm and a positive attitude.

EDUCATION, CERTIFICATIONS AND/OR EXPERIENCE:

1. Preference will be given to candidates with at least two years’ relevant experience and a Bachelor’s degree in Communications, Journalism, Public Relations or a related field.
2. A proven background working in this field and exceptional people skills could possibly replace the expectation of formal, academic training.
3. A portfolio representing your writing and graphic skills is required, including a listing of your proficiency in multiple software applications and services.

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 talk or hear. The employee frequently is required to use hands or fingers, handle or feel objects, tools, or controls. The employee is occasionally 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

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\_\_\_\_\_\_\_\_\_\_\_\_\_