

Community Relations and Communications Manager

Under the direction of the Executive Leadership Team and in collaboration with the Management Team, the Community Relations and Communications Manager develops and implements community and public relations strategies that promote Worksystems' goals and demonstrate Worksystems' impact with key external partners and constituents. The position assists with cultivating and maintaining relationships with key community groups, elected officials, public agencies, and/or other partners. Develops content, messaging, and success stories to demonstrate Worksystems value and positive impact in the community. Manages Worksystems communications including website, social media, collateral/outreach materials, events, press releases, and assists with preparing public presentations. This position does not supervise staff but may coordinate and oversee the work of contractors or interns.

Essential Functions: (Performs functions that may include, but are not limited to, the following)

- Develops and implements a plan to support Worksystems community relations and communications needs.
- Develops strategies to promote Worksystems' work, mission and goals with local, regional, state, and federal partners, stakeholders and elected officials.
- Identifies and maintains an inventory of key relationships for Worksystems and develops customized strategies for ongoing engagement.
- Develops and maintains strong relationship with the media and coordinates media inquiries; writes and issues press releases and op-eds.
- Develops messaging to promote and support Worksystems' Justice, Equity, Diversity and Inclusion efforts, progress and impacts.
- Develops talking points to convey key messages to a variety of stakeholders.
- Develops (or oversees the development of) collateral and outreach material to promote Worksystems and WorkSource Portland Metro programs, trainings, and events.
- Creates (or oversees the creation of) infographics and other graphic design pieces.
- Oversees and supports several brands including Worksystems, WorkSource Portland Metro, Columbia-Willamette Workforce Collaborate and other program-specific brands.
- Oversees the work of professional communication contractors and printers when needed.
- Regularly attends a wide variety of stakeholder meetings and represents Worksystems at external partner events.
- Generates success stories and testimonials highlighting the positive impact of participation in our training programs, initiatives and activities.
- Provides support to staff in layout, graphic design and content editing/proof reading for a variety of reports and outreach materials; oversee the work of contractors when needed.
- Organizes, supports and coordinates events, meetings, and other Worksystems public-facing activities.
- Develops tools and techniques and assists with facilitating groups and processes to gather stakeholder feedback and survey partners.

- Manages Worksystems website and social media platforms including Twitter, LinkedIn and YouTube; generate ongoing and regular content.
- Performs other related duties as assigned.

Qualifications:

- Bachelor's degree in Communications, Business Administration, Community Relations, Public Affairs, Public Administration or related area plus three years' experience. Will consider substantial professional work experience in lieu of Bachelor's degree.
- Experience in developing and implementing community engagement and outreach strategies.
- Experience gathering and writing success stories, testimonials and other strategies to demonstrate positive impact.
- Experience writing and issuing press releases, op-eds and speaking with the media.
- Experience with designing collateral, developing infographics/graphics, content layout and copy editing/proofreading; ability to coordinate the work of a contractor in these areas can substitute.
- Experience making videos preferred but not required.
- Ability to work collaboratively with people from diverse cultural, ethnic and other backgrounds; knowledge of principles of Justice, Equity, Diversity and Inclusion preferred.
- Ability to translate complex concepts and/or politically sensitive issues into easy to understand talking points.
- Knowledge of Drupal (for maintaining our website) preferred but not required.
- Knowledge of and experience using PowerPoint, Prezi and other presentation tools and software.
- Knowledge of and experience in using social media platforms; ability to generate ongoing content and learn new platforms as they emerge.
- Ability to utilize a variety of office software including Outlook, Word, Excel, Teams, Zoom and others.
- Ability to plan and coordinate public events.
- Ability to work on several projects simultaneously and manage work flow to meet established timelines.
- Ability to communicate effectively with a variety of audiences through both oral and written media; presentation and facilitation skills preferred.
- Ability to travel locally, regionally or nationally to attend seminars, conferences and meetings.

Status: Exempt

Pay Grade: E4