



ISLAND
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Oak Harbor, WA 98277
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(PO Box 1696)
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SKAGIT
2005 E. College Way
Mount Vernon, WA 98273
360.416.3600

WHATCOM
101 Prospect Street
(PO Box 2009)
Bellingham, WA 98225
360.676.3209

Position Title: Program Engagement and Marketing Specialist
Location: Position available in Mount Vernon
Reports To: Programs Manager
Type of Position: Full-Time Non-Exempt
Salary: Beginning salary is \$48,000 with step increases up to \$65,000 plus benefits
5% differential for Spanish language fluency
Benefits: Full Package Provided

Northwest Workforce Council, a highly successful private non-profit organization, seeks dynamic and energetic individuals to join our team. If you are results-focused, enjoy working in a fast-paced environment and want to be part of an organization that contributes to the economic vitality of the North Puget Sound region, apply today!

The Position Overview :

This job requires an insightful, pragmatic, and imaginative professional that can

- ✓ Be committed in providing value to individuals and the community
- ✓ Collaborate as an essential team member
- ✓ Build agency connections to service organizations
- ✓ Manage multiple tasks and balance priorities
- ✓ Effortlessly discuss the benefits of services and be an active listener

Program Engagement Job Functions

Tasks:

- Provide follow-up services to participants who successfully complete programs
- Delivers workshops and other group activities
- Assists individuals in preparing training proposals to receive scholarship funding
- Assists participants in navigating and accessing learning management systems
- Provides interview preparation services
- Assists people in creating and updating application materials (resumes, cover letters, letters of interest)
- Arranges and proctors basic skills tests and inputs results into the MIS system
- Responds to and tracks incoming inquiries regarding NWC program services in a timely manner
- Delivers program support and customer services as needed

Marketing Functions

Tasks:

- Creates content and designs quarterly success stories newsletters for distribution to Board, Grants Management and the general public
- Develops social media and website content

- Assists with the creation of outreach materials
- Supports and conducts outreach and marketing efforts to cultivate program participation
- Participants in NWC Marketing Task Team meetings and produces materials, as assigned
- Participates in other agency work teams which may include task teams or process improvement teams, as assigned
- Other meetings/projects as designated by manager (i.e., weekly Direct Service meeting)

Essential Knowledge, Skills and Abilities

- Service minded and able to convey confidence and compassion while empowering others to make positive change.
- Strong interpersonal and customer service skills
- Excellent communication and presentation skills, including the ability to relate, persuade, lead, negotiate and express yourself in speaking and writing. Effective listening a must.
- Operates well with inclusivity and diversity and understanding differences in ability, personality, interests, learning styles, and motivation of job seekers.
- Ability to quickly learn, while preserving attention to detail to ensure accuracy and consistency
- Ability to use customer communication tools, applications, such as Zoom, Constant Contact, and navigate job seekers through learning management systems. Able to navigate and record information in complex Management Information Systems (MIS).
- Ability to manage small projects from planning, implementing, and evaluation stages.
- Proficiency with Microsoft Office Suite, especially Word, Excel and Outlook.

EDUCATION AND EXPERIENCE REQUIREMENTS

An Associates of Arts or Sciences degree with major coursework in Human or Social Services, Business, Marketing, Communications, Vocational Guidance, or related field; **AND/OR** three years of progressive paid experience in workforce development, private business, human services, program administration, communications, marketing and/or community development which provides demonstration of the knowledge, skills, and abilities to perform the essential functions of the position.

WORKING ENVIRONMENT AND ADDITIONAL REQUIREMENTS

To perform this job successfully, an individual must be able to perform each essential duty/responsibility satisfactorily. The requirements listed below are in addition to the essential duties/responsibilities and required skills:

- The Program Engagement and Marketing Specialist is a non-exempt, professional position which requires a full-time schedule. The employee is required to be present in the workplace on a regular and reliable basis. This is not a virtual work position. Normal business hours are Monday through Friday; 8:00 AM to 5:00 PM. Occasionally alternate schedule/hours as may be required to effectively execute duties of the position.
- Work is conducted primarily in an office setting and involves travel within the region; employee to provide own transportation, with travel reimbursed.
- Valid Washington state driver license. and properly licensed and insured automobile available during work hours.
- During the first six-month employment period, the applicant must be able to perform the essential functions of the job without taking any extended leave time.
- Consistent with public health recommendations, employees are strongly encouraged to maintain current vaccinations against infectious diseases.



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- The position requires a criminal background check as a condition of employment.

BENEFITS

For a more detailed look at NWC's Benefit Package, please visit www.nwboard.org. Beginning salary is \$48,000 per year, PLUS each employee receives an excellent benefit package which includes:

- Employer paid medical and vision
- Employer paid family dental insurance coverage
- Employee Assistance Program
- Long term disability insurance
- Paid vacation and sick leave
- Eleven paid holidays including floating holiday
- Employer fully funder (@ 7%) retirement plan; AND employee 401K option.

APPLICATION PROCEDURE: Only those applications that contain the following required items (1-4) will be considered. It is NWC policy to verify information contained in all application materials. To apply, please submit the following to HR@workforcenorthwest.org

1. **Letter of Interest**, to include the title and location of the position you are applying for
2. **Current Resume**
3. **Supervisory (or other Professional) References w/current contact information** (minimum three)
4. **Detailed Response** to the following two questions:
 - *What is your understanding of the position?*
 - *How are you uniquely qualified for the position?*

Candidates whose qualifications most closely match the desired attributes will be invited to interview at their own travel expense. The process may include, in addition to an oral interview, a written exercise, a presentation and/or skills testing. NWC reserves the right to extend application deadlines and to modify the selection schedule without notice, or to form eligibility lists for, or make appointments to other NWC positions with similar employment requirements. Position may be filled immediately and is open until filled.

Northwest Workforce Council is an Equal Opportunity Employer. Auxiliary aids and services are available to persons with disabilities. Contact NWC HR@workforcenorthwest.org.