

EXEMPT RECRUITMENT ANNOUNCEMENT
GET Marketing & Communications Specialist

Reports to: GET Associate Director of Marketing & Communications
Division: Guaranteed Education Tuition (GET) Program, Marketing Unit
Closes: October 3, 2014
Salary Range: \$33,075-\$43,651

Agency Profile:

The Washington Student Achievement Council links the work of the secondary schools, higher education, and state education agencies to achieve the mission of improving educational outcomes for students at all levels. Supported by a cabinet-level state agency, the Council proposes improvements and innovations needed to adapt the state's educational institutions to evolving needs, and advocates for increased financial support and civic commitment for public education in recognition of the economic, social, and civic benefits it provides. The agency also conducts research and analysis, protects education consumers, manages the Guaranteed Education Tuition (GET) college savings program, and administers state and federal financial aid programs.

About the Program or Division:

The GET Program allows families to purchase tuition units now, for use at a later date. These funds are invested and the purchaser is guaranteed a return, which will cover tuition at some future date. The Committee on Advanced Tuition Payment, commonly referred to as the GET Committee, governs the program. The Committee is composed of the Executive Director of the Washington Student Achievement Council, the State Treasurer, the Director of the Office of Financial Management, and two citizen members.

Mission: GET serves Washington families by offering a safe and secure way to save for college.

Vision: We are committed to: encouraging stateside awareness and participation in GET, which is nationally recognized as a great college savings program. Excellence in customer service that supports families and student success. A positive work environment where employees are valued as individuals and supported in their work.

Values: Stewardship, Improvement, Respect, Teamwork, Well-being

About the Position:

The position reports directly to the Associate Director of Marketing & Communications and will receive instruction, assignments, and assistance from all members of the marketing and community relations team. Incumbent is responsible for assisting the marketing team in the development, coordination, and implementation of all marketing and community relations activities, including employer payroll deduction, for the Program. As part of the marketing

department, this position works to assist others on the team in planning and implementing marketing strategies for the Program. May act as a back up to the front office and customer service center during end of enrollment and extra busy times of the year.

Working Conditions:

This position is located in a business office in Olympia, Washington. The position schedule and essential function is the availability to work Monday to Friday from 8:00 a.m. to 5:00 p.m. Alternate work schedules may be considered. During peak periods, this position may require working hours outside the normal work schedule. Travel statewide will be required to carry out some responsibilities of this position. The working conditions for this position include sitting for long periods of time using the telephone and computer systems to complete assignments and projects. The position is not exempt from the Fair Labor Standards Act but is exempt from civil service regulations. This is a permanent position that is eligible for benefits, leave, overtime, and retirement.

Work Activities:

60% - Assisting/Coordinating

- Develop and maintain record-keeping system and timeline for advertising; sponsorships, partnerships, outreach and other marketing initiatives, activities and deliverables.
- Prepare and/or update existing direct mail lists, prepare direct mailings and other customer mailing requests; assist in preparation of direct email communications to customers;
- Track marketing expenditures with daily maintenance of the department budget;
- Assist Associate Director with special projects like 529 Day, College Savings Month, and market research;
- Support entire marketing/community relations team with writing/editing assistance and web site/social media support;
- Provide assistance in coordinating appointments and travel for fall and spring media tours;
- Conduct follow-up calls and/or surveys to potential and participating payroll deduction employers;
- Maintain and update payroll deduction lists for mass emails, mailings or other communications;
- Conducts follow-up calls and surveys to potential payroll deduction employers;
- Works in consultation with the Community Relations Manager to coordinate outreach events by sorting and prioritizing invitations and requests for events. Consults with Community Relations Manager before confirming or declining invitation;
- Prepare event assignments and paperwork to include instructions, directions, payment and/or travel arrangements involved with each specific event;
- Schedule and arrange/setup meetings or events, make travel arrangements; and prepare travel vouchers;
- Develop and maintain record-keeping systems; prepare regular reports on outreach activities for Community Relations Manager and /or Marketing Team;
- Regularly consults with the Associate Director and/or Marketing Team on marketing strategies impacting the employer payroll deduction program;
- Responsible for recording travel expenses and submitting them to supervisor monthly;

- Prepares materials and items for presentations or exhibits, including replenishing supplies and coordinating with others to order more supplies;
- Conduct inventory of promotional materials, brochures, and other marketing collateral on a monthly basis and maintain marketing fulfillment center;
- Attend Marketing meetings as needed.

25% - Travel to conduct presentations or exhibiting

- Represents the GET program to the public including developing contacts, and conducting program presentations to schools, businesses, fairs, conferences, and other targeted groups.
- Explains application procedures to potential customers, and answers technical questions on all aspects of the GET program. Problem solves customer issues. Follows up with customer issues and questions.

15% - Other Duties

- During peak times, assists with other program needs including: data entry, answering phones, and clerical duties.
- Performs other duties as assigned.

Required Education, Experience and Competencies:

- Associate of Arts degree and two years of experience in public speaking, program coordination, marketing, sales and/or customer service.
- Qualifying experience will substitute, year for year, for education. Education will substitute, year for year, for experience.
- Exceptional verbal and written communication skills, including active listening.
- Proficient in Windows software, including Word, PowerPoint, Access, and Excel and Outlook.
- Experience working in diverse work groups.
- Ability to work independently, communicate effectively and maintain courteous attitude toward public.
- Ability to travel statewide, including overnight travel, and work evenings and weekends, to support outreach initiatives.
- Ability to work cooperatively, work in teams, speak effectively before groups, interpret procedures, rules, policies and information; write clear, concise, and informative reports, logically and creatively utilize problem solving skills to resolve issues or make decisions.

Preferred/Desired Education, Experience and Competencies:

- Experience with SCT Banner.
- Bachelor Degree.
- Knowledge of state government organization and administrative procedures; federal rules and regulations impacting the program; program policies and procedures; standard office practices; and confidentiality requirements of program.

Core Competencies:

The successful Marketing & Communications Assistant will demonstrate the following:

- Excellent communication skills (written, verbal, visual).
- A proven track record of goal-oriented work performance.

- Dedication to detail.
- The ability to think critically.
- Excellent technical skills, including experience with the Microsoft Office Suite.
- The ability to collaborate with others.
- The ability to function in a fast-paced and high-demand work environment.
- A professional record of high efficiency.
- The ability to self-assess and a commitment to constant improvement.
- A collegial demeanor and a good sense of humor.
- A demonstrated ability to work effectively as a contributing member of a team.
- Self-motivation and the ability to work independently.

Application Procedures:

To apply for this position find the GET Marketing and Communications Specialist position and complete your profile at www.careers.wa.gov. Attach the following to your profile before completing the online application:

1. A cover letter describing how you meet the required and desirable education and experience of this position.
2. A current resume
3. The name, title and phone number of three professional references including at least one supervisor and one peer.
4. Responses to the supplemental questions

Application Closing Date: October 3, 2014 at 4:00pm

Please note: The quality and completeness of the required application materials will be considered in determining whether candidates will move to the next phase of the screening process.

The Washington Student Achievement Council is an equal opportunity/ affirmative action employer and is strongly committed to enhancing the diversity of its workforce. We will provide assistance in the recruitment, application and selection process to applicants with disabilities who request such assistance. Please call (360)753-7802 as early as possible regarding any assistance you may require.