WASHINGTON STUDENT ACHIEVEMENT COUNCIL

COMMUNICATION & MARKETING COORDINATOR

Appointment Type:	Exempt
Classification:	Communication and Marketing Coordinator
Division:	Guaranteed Education Tuition Program
Salary Range:	$3,160-$4,180
Work Schedule:	Full-time
Location:	Olympia
Opens:	August 10, 2012

This position is open until filled. Applicants are encouraged to apply early as the hiring authority reserves the right and may exercise the option to make a hiring decision at any time. The first review of applications will be August 22, 2012.

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. The Council is composed of nine members: five members who represent the public, including one student member, and four members who represent, respectively, the community and technical colleges, the public baccalaureate colleges and universities, the independent non-profit colleges and universities, and the Office of the Superintendent of Public Instruction. 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 Washington Student Achievement Council is located near the Thurston County courthouse on the west side of Olympia. More information about us can be found on our website at http://www.wsac.wa.gov/.

ABOUT THE PROGRAM

The Guaranteed Education Tuition (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 that 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.

GENERAL POSITION DESCRIPTION

This full-time, exempt position is eligible for benefits, leave, and retirement. This position reports directly to the GET Associate Director for Communication and Marketing and works closely with the Community Relations Manager. The Marketing Coordinator is responsible for assisting with all marketing, communications and outreach components of the GET Program. The ideal candidate will have marketing experience and be well-versed in Web, traditional and social media. Proven strong writing skills are essential. The successful candidate will be good at collaborating, communicating, paying attention to detail and handling multiple small projects with ease; a person who works well in a team environment and has an exceptional ability to solve problems and take initiative. This position will work independently and under general supervision.

QUALIFICATIONS

Required Qualifications

- Bachelor's degree plus 3-5 years related work experience.
- Knowledge of current best practices in marketing.
- Proven ability to write grammatically correct, concise, and compelling copy for publication.
- Proven knowledge and ability to post and extract information on social media networks.
- Excellent verbal communications skills, including experience presenting and speaking to audiences.
- Work effectively as a team member.
- Proven experience in prioritizing tasks, meeting deadlines, and coordinating work assignments with others. Ability to handle and multi-task on a high volume of projects.
- Ability to develop project and action plans, including task lists, resource needs and timelines, coordinate projects and assignments and communicate changes, status and progress. Demonstrate attention to detail.
- Ability to interact harmoniously and productively with people within the immediate work unit and the entire agency/organization.
- Superior skills in MS Office.

Preferred/Desired Education, Experience and Competencies

- Bachelor's degree in Marketing, Communications or Public Relations.
- Experience working in diverse work groups.
- Knowledge and experience working with print or broadcast news media.
- Familiarity with the state GET Program.
- Proven ability to take initiative, think creatively, and problem-solve.

APPLICATION PROCEDURES

To be considered for this position, you must possess the minimum qualifications listed above and submit a complete application package, which must include the following:

1. Letter of Interest indicating skills specific to the position and reason for applying
2. Chronological resume with dates (month and year)
3. Supplemental Questionnaire
4. Two writing samples
5. Three professional references (personal references do not count as professional)
6. Authorization to Release Information

Optional:

7. Affirmative Action Form

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.*

Submit completed application materials to:
Karen Moton-Tate
Associate Director, Human Resources
Washington Student Achievement Council
917 Lakeridge Way SW
P.O. Box 43430
Olympia, Washington 98504-3430

QUESTIONS?

For questions about this position contact Karen Moton-Tate at karenm@wsac.wa.gov or call (360)753-7802.

SELECTION PROCEDURES

All applications will be reviewed and ranked based on relevant training and experience. A limited number of the highest-ranking applicants will be admitted to the next screening phase. Rating of applications will begin immediately and will continue until the position is filled. Please submit your application by August 22, 2012 for guaranteed consideration.

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.

GET Communication and Marketing Coordinator
Supplemental Questionnaire

Note: *Your completed questionnaire should not be longer than two pages total.*

1. Do you have a Bachelor's Degree? If yes, please indicate in which subject. If no, please enter N/A.

2. How many years of experience related to this position do you have?

3. Which of the following BEST describes your proficiency working in Microsoft Office Suite?

   - I do not have any experience
   - Not very good, but am willing to learn
   - Adequate, and I have used SOME of these programs
   - Proficient, and I have used ALL of these programs
   - Excellent. I have used ALL of these programs and could teach others

4. Give two examples that include both opportunities and challenges in communicating and promoting a brand through social media.

5. Describe a small marketing project or campaign you organized. Include the main objective of the project, how you organized the work, the results expected, and what you learned from it.

6. Describe a time you gave a presentation. Include the type and size of the audience, the topic and what results were achieved.

AUTHORIZATION TO RELEASE INFORMATION

As an applicant for a position with the Washington Student Achievement Council, I am required to furnish information for use in determining my qualifications. In this connection, I hereby authorize the Council to make inquiries regarding my education, work experience and references, unless otherwise stated below. I hereby release all parties and persons associated with any such inquiries from liability in connection with information they give.

A photocopy of this release form will be valid as an original thereof, even though the said photograph does not contain an original writing of my signature.

Comments:_____

_____

_____

_____

_____
Printed Name

_____
Signature

_____
Date

AFFIRMATIVE ACTION DATA SHEET

Please complete and return this form with your employment application package. This is an optional form. You may choose not to complete this form.

Name: _____

Position: _____

Check the item that best describes how you heard about this position.

_____ Friend or neighbor
_____ Dept of Personnel
_____Other State Agency*
_____ WSAC Website
_____ WSAC Job line
_____Other
_____ Newspaper or other publication*
_____ An organization electronic notice*

*Please specify web site, organization, newspaper, publication or "other" source here***:**

The Washington Student Achievement Council is an equal opportunity employer. The Council's state-approved Affirmative Action Program seeks to ensure that employment opportunity information reaches all qualified potential candidates, including African Americans, American Indians/Alaskan Natives, Asians/Pacific Islanders, Caucasians, Hispanics, women, men, persons age 40 and over, persons with disabilities, disabled veterans, and Vietnam era veterans. To implement this program more successfully, the Board requests that you provide the following information. Submission of this statistical information is voluntary; failure to complete this portion of the form will not adversely affect your candidacy for employment.

This information will be separated from your application and handled confidentially.

Please check any/all of the following that apply:

____ Male
____ Female
____ Age 40 or older
____ Person with a disability

____ African American/Black
____ Asian/Pacific Islander
____ Caucasian/White
____ Hispanic/Latino
____ Native American/American Indian/Alaska Native

____ Vietnam Era Veteran (served 180 days or more between 2/28/61 and 5/7/75 and does not have a dishonorable discharge)
____ Special Disabled Veteran (30% or more disability)