

**Exempt Recruitment Announcement
Program Associate
College Access and Support**

Reports to: Associate Director of College Access and Support
Division: College Access and Support
Classification: Exempt
Closes: Open until filled, for best consideration please apply
by 5:00 pm June 3, 2016
Salary: \$47,000 - \$57,000

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 Division

The College Access and Support (CAS) division supports the over-arching goals of helping students succeed in college and career through effective access and outreach activities and support services. The division emphasizes access, attainment, affordability and achievement working with partners and stakeholders to deliver access information and offer support services. CAS administers the College Bound Scholarship, Washington State GEAR UP program, theWashBoard.org scholarship search site, college application and FAFSA filing campaigns (12th Year Campaign), the FAFSA Completion Initiative and other activities.

About the Position

The Program Associate works under general supervision of the Associate Director of College Access and Support to lead the Communication efforts for the College Bound Scholarship program and theWashBoard.org. Additionally, the Program Associate will serve as the primary outreach contact for the College Bound Scholarship and a back-up for the 12th Year Campaign and FAFSA Completion Initiative. There will be opportunities to collaborate and provide support on special projects with the GEAR UP and 12th Year Campaign teams such as the annual GEAR UP West Conference, as well as provide consultation or support to general outreach activities.

WORK ACTIVITIES

Under the direction of the Associate Director of College Access and Support the Program Associate serves as liaison between the College Bound Scholarship program, theWashBoard and the Communications Division.

1. Program Coordination – 50%

- Serve as point-person for written content creation for these programs and work in partnership with the Communications Division on document design.
- Revise and maintain College Bound Scholarship and theWashBoard written content in consultation with the Communications Division and the College Spark Foundation (theWashBoard).
- Oversee the College Bound Communications calendar and work collaboratively with the Communications Division to ensure deadlines for revisions and new materials are met.
- Coordinate with the Communications Division on social media outreach for the College Bound Scholarship, theWashBoard and other college readiness initiatives in College Access and Support such as GEAR UP, 12th Year Campaign, and FAFSA Completion Initiative.
- Identify new communication needs from partners and seek staff feedback. Make recommendations to the Associate Director of College Access and Support for new materials.
- Evaluate effectiveness of materials in consultation with the Communications Division.

2. Outreach – 40 %

- Serve as primary contact for College Bound outreach at various conferences, trainings and workshops for up to 30% of the time, concentrated during the academic year.
- Lead efforts on theWashBoard.org outreach and connections with 12th Year Campaign, GEAR UP, College Bound, high schools, colleges, and other relevant connections.
- Serve as back up for 12th Year Campaign, FAFSA Completion Initiative, admissions and financial aid outreach at various conferences, trainings and workshops.
- Coordinate with 12th Year Campaign, GEAR UP and the Student Financial Assistance Division to ensure accurate and consistent outreach messaging across programs.

3. Partnerships – 5%

- Work with Associate Director to foster partnerships for College Bound and other programs via meetings and conferences.
- Utilize these partnerships to implement communication needs.

4. Other duties as assigned – 5%

Required Education, Experience and Competencies

- Bachelor's degree.
- Experience working in communications or marketing.
- Experience in community and education outreach.
- Experience working with schools, community-based organizations, and/or postsecondary institutions.

- Experience working with social media plans and content creation.
- Demonstrated experience presenting complex information to small and large groups.
- Demonstrated ability to initialize, plan and execute work plans.
- Detail-oriented and accurate with strong organizational skills.
- Demonstrated ability to work independently as well as with a team, prioritize tasks, and manage multiple and differing projects, tasks and assignments to ensure deadlines are met.
- Excellent interpersonal, written, public speaking and oral communication skills; ability to effectively communicate with people from diverse backgrounds and experiences.
- Demonstrated ability to remain flexible in an environment of changing priorities.
- Able to travel for 25-30% of the year, concentrated during the academic year.
- Experience with Microsoft Office products including: Word, Excel, PowerPoint, and Outlook.

Preferred/ Desired Education, Experience and Competencies

- Master's degree in education communications or a related field.
- Two years working in admissions, financial aid or other higher education-related field.
- Two years working in communications and/or outreach
- Experience working with community-based organizations, secondary schools/districts or government entities
- Experience in data collection, evaluation and/or program reporting.
- Experience working in a federally funded program or with underrepresented/first generation students and their families.
- Fluency, or near-native fluency in Spanish. Ability to read, write and present relevant content in Spanish.

Application Procedures

To apply for this position, you **MUST** find this job posting and complete your profile at www.careers.wa.gov. Attach the following to your profile before completing the online application.

1. **Cover Letter** describing how you meet the required and desirable education and experience of this position.
2. **Resume.** A detailed resume including all educational and professional experience.
3. **References.** A list of names, titles, and current telephone numbers of three (3) employment references.
4. **Complete the supplemental questions.**

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. Generic cover letters will be considered non-responsive and may eliminate you from further consideration. You should keep a copy of your application for your files.

Questions?

For questions about this recruitment contact Alisha Rollins at Alishar@wsac.wa.gov or you may call 360-753-7857.

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.