



Communications and Marketing Coordinator Position Description

TITLE: COMMUNICATIONS AND MARKETING COORDINATOR

FLSA Status is Exempt

Summary: Central AlabamaWorks is seeking a **Communications and Marketing Coordinator**, responsible for assisting the Director in communication and promotion of all workforce development efforts in the region.

Central AlabamaWorks serves: Autauga, Bullock, Chambers, Coosa, Dallas, Elmore, Lee, Lowndes, Macon, Montgomery, Perry, Russell, and Tallapoosa counties.

I. Job Relations:

Reports To: Director of Central AlabamaWorks

Frequent contact with other staff members, board members, volunteers, sponsors, civic and business leaders, agencies and their staffs, media representatives, and the general public.

II. Responsibilities:

- A. Coordinates the communication and marketing strategy of Central AlabamaWorks. Promotes all workforce development efforts of the Council through the use of graphic design, website, event flyers, press releases, newsletters, marketing collateral and social media;
- B. Assists Director in preparation, coordination, and facilitation of meetings, including, but not limited to individual, Board, Council, industry sector, and any others as requested;
- C. Publicizes, through all appropriate means, the workforce training programs available through regional training providers and provides a point of contact for public and private entities seeking workforce training services;
- D. Assists with planning and executing of workforce development events including but not limited to Career Discovery, Regional Hiring Events, and Industry Tours;
- E. Assists in maintaining accurate data from workforce surveys, training events, and grants as well as maintaining current contact information on all Council and Board members, committees, industry sectors, resource providers, and other volunteers to the Council to create an effective marketing strategy;

F. Performs such other tasks and duties, including coordinating special projects, which are consistent with goals of Central AlabamaWorks.

III. Qualifications:

A. **Education:** Bachelor's degree from an accredited institution or equivalent experience.

B. **Experience:**

- Service in communications and/or marketing experience is preferred;
- An understanding of workforce, economic development, or non-profit management is preferred.

C. **Special Qualifications and Knowledge:**

- Skillful in digital technology, including email and Microsoft Office programs PowerPoint, Excel and Word, social media updates, website maintenance and design software;
- Excellent verbal and written communication skills, including writing, editing and presentations to groups and individuals;
- Strong work ethic and excellent interpersonal skills; exceptional integrity, trustworthiness, and ability to maintain absolute discretion and confidentiality with proprietary information;
- Self-starter with a high degree of professionalism and be adaptable to change as the workforce needs and areas of focus change;
- Ability to perform job functions with minimal daily supervision;
- Thinks innovatively to offer new ideas, concepts and solutions;
- Must possess a valid driver's license; and
- Works cooperatively and positively with all staff members of Central AlabamaWorks, board and council members and promotes an environment of excellence and teamwork.

IV. Physical Demands and Working Conditions: A workspace is provided with the necessary resources and equipment. Physical activities involve walking in the office, keyboard and computer use, travel to meetings and business-related activities, reading, filing, bending, occasional light lifting, and moving of equipment before, during and after meetings and events.

V. Hours of Work:

- The position is full-time 40 hours per week. Normal office hours are 8:00 a.m. until 4:30 p.m., Monday through Friday. The Communications and Marketing Coordinator is occasionally

required to work varied hours or evenings to accommodate committee, board, events or other needs of Central AlabamaWorks.

- This is a blended position encompassing both in-office and work-from-home.
- Individual must reside in one of Region 5's thirteen counties.
- Occasional overnight, out-of-town travel is required. Travel expense is covered on a monthly reimbursement schedule and basis.

VI. Compensation:

- Insurance: Health, Dental, Vision
- Insurance: Life, Short-term/Long-Term Disability
- SEP Plan contribution
- PTO
- Paid Holidays

VII. Other Duties: This position description is an accurate summary of the Communication and Marketing Coordinator for Central AlabamaWorks duties and responsibilities; however, he/she may be called upon to assume other duties as assigned.

VIII. Application Process:

- Send a cover letter, resume and references to:
Central AlabamaWorks
Attn: Gindi Prutzman, Executive Director
office@centralalabamaworks.com
- Application deadline is Friday, October 28, 2022.