

COMMONWEALTH CORPORATION

Updated: 5/16/18

Position Title:	Communications Coordinator
Reports To:	Vice President, Youth Pathways
Grade:	Temporary position
Salary Range:	\$18.55 - \$20.20 per hour

Position Description

Who we are: Commonwealth Corporation is a quasi-public workforce development agency that strengthens the skills of Massachusetts youth and adults by investing in innovative partnerships with industry, education and workforce organizations. Our primary goals are:

- to build regional industry training partnerships that prepare youth and unemployed workers for jobs in demand that lead to higher rates of employment and;
- to upgrade the skills of underemployed workers to meet specific employer skill demands leading to job retention, upgrades and wage gains, and;
- to increase the share of youth engaged in education and employment pathways preparing them for post-secondary education and careers.

Commonwealth Corporation works with hundreds of Massachusetts companies, thousands of new and experienced workers, and thousands of youth and young adults each year.

Among other activities, we:

- Administer the Workforce Training Fund, a trust that awards \$20 million in grants to companies annually;
- Administer YouthWorks, Massachusetts' subsidized youth employment program;
- Operate a statewide school district, coordinating education and workforce activities for the state's juvenile justice system;
- Implement and sell Signal Success, our soft skills and employability curriculum;
- Operate Governor Charlie Baker's Commission on Digital Innovation and Lifelong Learning, a new, high profile effort to extend education and training to many more people in Massachusetts.

We seek a Communications Coordinator to build the Commonwealth Corporation brand further. The Communications Coordinator will support the marketing of Commonwealth Corporation's programs and initiatives by developing high quality content for our website, including website text, blog posts and videos. S/he will manage our social media channels and work with program staff to develop collateral and reports for our key initiatives. The Communications Coordinator will also support events that Commonwealth Corporation organizes for practitioners in various business sectors, the youth development field, and Massachusetts policy leaders, including the Governor's office.

Overview: Reporting to the Vice President, Youth Pathways and working closely with the President and CEO, the Communications Coordinator will be responsible for carrying out core communications functions, including website maintenance, social media posts, writing, editing and proofreading, and supporting event management. The Communications Coordinator will also be responsible for updating and maintaining our contact management database, and working with staff to ensure that deadlines for materials and reports are met.

This is a term position extending through August 31, 2018 with the possibility of extension.

Key Responsibilities:

Website Management:

- Maintain and support the upkeep of four related websites (Commonwealth Corporation's main website, which includes information about the Governor's Commission; Signal Success; the Workforce Training Fund, and Exclusive Tees);
- Work with staff for these programs and initiatives to produce content and ensure that the websites are up to date;
- Write general web content and post materials as needed;
- Ensure the accuracy of the information posted across all of Commonwealth Corporation's websites;

Communications and Social Media Strategy

- Work with Commonwealth Corporation's senior leadership team to implement the organization's communications, marketing, and social media strategies;
- Write and design content for Commonwealth Corporation's LinkedIn, Twitter, and Facebook pages;
- Serve on the project team for the Governor's Commission and support communications-related activities, such as updating the website, compiling meeting materials, and helping to prepare PowerPoint presentations and organize Commission meetings;

Content Management and Distribution:

- Update and maintain Commonwealth Corporation's contact databases (Salesforce and Constant Contact) to support the communications strategy, in partnership with program staff;
- Work with the senior leadership team to expand the reach of our communications and social media networks;
- Manage reports and collateral to ensure that all internal stakeholders have access to materials.

Events and Publication Management:

- Work with program staff to execute events organized by Commonwealth Corporation, including designing and supporting event messaging, publicity, logistics, materials production, and post-event follow-up.

Knowledge, Skills, and Abilities:

- Proficiency in Adobe Creative Suite, InDesign, Wordpress, Salesforce, and Microsoft Office Suite;
- Proficiency with current communications technology, including but not limited to web applications (WordPress), content management systems (Hootsuite), social networking (LinkedIn, Twitter, and Facebook);
- Familiarity with digital photography and videography;
- Strong organization and project management skills;
- Strong orientation to detail and meeting deadlines;
- Solid writing and verbal communication skills;
- Interpersonal and problem-solving skills;
- A creative, flexible mindset;
- The ability to take initiative and work independently and take initiative.

Minimum Qualifications:

- Minimum of bachelor's degree and 6 months to 2 years of experience in communications;
- Proficiency in Windows-based software and preference for additional knowledge of other computer applications, including WordPress, InDesign, Mac and Adobe software;
- Strong writing and editing skills;
- Fluency with all major social media platforms;
- Interest in learning about workforce development, youth development, and education and skills development;
- Dependability, strong interpersonal skills, and a self-starter.

Commonwealth Corporation is an Equal Opportunity Employer.

Please submit cover letter and resume to: HrApplicant@commcorp.org.