

Association of Washington School Principals Communications & Digital Media Coordinator

About AWSP

The Association of Washington School Principals is a professional membership organization serving principals and assistant principals since 1972. The Association now includes more than 3,600 members from public and private elementary, middle-level, and high schools statewide. The mission of AWSP is to support principals and the principalship in the education of all students. The team at AWSP works tirelessly to support the individual needs of each and every school leader as they progress along the professional career continuum (from aspiring to retiring).

About the Job

AWSP is looking for a communications person to help us fulfill our mission: to support principals and the principalship in the education of every student. Our work here matters, and we have plenty to go around. We are a small but mighty team with an extensive reach.

We are looking for a team player and a self-starter who loves to learn formally or informally.

Essential Job Duties:

This position provides leadership, guidance, and support to AWSP directors and communications, professional learning, and membership team members.

- Manages the day-to-day work, content, and updates for multiple websites.
- Assists with email communication, including outreach campaigns and marketing for professional learning events and initiatives, through our email marketing/automation system.
- Creates or assists with multimedia production, including but not limited to video production, photography, podcasting, and live webinars.
- Creates, edits, and assists with content creation for all AWSP and foundation properties.
- Manages AWSP social media accounts and posting.
- Supports the communications team and other staff with presentation materials, slides, setup, and adherence to AWSP's style guide and brand.
- Works as a support and backup for all communications projects and platforms.
- This job reports to the Communications team.

Required Qualifications:

- Excellent writing and communication skills.
- Experience with web content management systems (we use Sitefinity).
- Experience with email marketing platforms (we use Marketing Cloud).

- Experience or a willingness to learn multimedia production and editing (photo, video, and audio)
- Proficiency with technology (Microsoft Office Suite, Google Workspace, etc.) and quickly learn new systems.
- Ability to assist staff members in digital communications skills and best practices.
- A high school diploma or GED is required.

Preferred Experience & Qualifications:

- Experience in digital communications.
- Degree or certificate in digital media, communications, or related field preferred (can be substituted for on-the-job experience.)
- Basic knowledge of HTML and CSS.
- Videography, video editing, photography, and photo editing skills are a plus.
- Knowledge of web accessibility standards and implementation techniques.
- Strong track record in building online audiences, including increasing social media engagement, email subscribers, and web traffic.
- Experience with online advertising, including Facebook ads and Google ads.
- Familiarity with SEO and social media best practices.
- Job-related experience with increasing levels of responsibility.

Traits Highly Valued in a Teammate Include:

- Collaborative work style and ability to function well under multiple deadlines.
- Passion and excitement about supporting school leaders and the students they serve.
- Sense of humor.
- Strong attention to detail and ability to manage various key initiatives concurrently.
- Demonstrated commitment to excellence and high-quality work.
- Ability to work well with multiple departments and programs (membership, boards, advocacy, professional learning, etc.) and the directors of each program.

Working Conditions/Physical Requirements:

Work is performed in an office environment; however, travel may be required for workshops or conference attendance. Lifts and carries a maximum of thirty (30) pounds. Also, adequate manual and finger dexterity, hearing, speech, and vision are necessary to perform the essential functions of this position.

Compensation/Benefits:

- 8 hours per day, 260 days per year. (8 am - 4:30 pm), M-F, non-exempt, hourly position.
- Compensation: \$25-35/hour, depending on experience.
- Medical, dental, vision, long-term salary, and life insurance plans are provided.
- Deferred compensation/SIMPLE IRA retirement plan and VEBA plan provided.
- Vacation and sick leave are provided.

Application Process:

AWSP encourages applications inside and outside the organization and will consider each applicant based on merit. Applications will be held in confidence. Preference will be given to applicants willing to reside in Olympia or within a reasonable commuting distance.

Interested applicants should submit (*incomplete applications will not be considered*):

1. A cover letter expressing interest
2. A resume
3. A list of references

Please email, mail, or deliver all correspondence and application materials to:

Kim Marquette, Operations Director
Association of Washington School Principals
1021 8th Avenue SE
Olympia, WA 98501-1500
Email: kim@awsp.org

**For further information about this position, please contact David Morrill, Director of Communications/Technology, david@awsp.org, or Caroline Brumfield, Graphic Design & Marketing Manager, caroline@awsp.org*

Timelines:

Application deadline: Open Until Filled: First Round of Interviews Starts in early February.

Candidate interviews: February 2024

Candidate selection: TBD

Start date: March 2024

AWSP is an Equal Opportunity Employer, It is the policy of AWSP to comply with federal and state laws concerning non-discrimination and Equal opportunity employment, regardless of race, sex, age, color, relation, national origin, or any other category established in Title VII of the 1964 Civil Rights Act or other legislation, and to take affirmative action towards the goals and intentions of the applicable laws.