

ASSOCIATION OF WASHINGTON BUSINESS  
Position Description

Position Title:       Communications Specialist

Position Status:      Exempt

Supervision:         Vice President of Communications

Closing Date:        Open until filled

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**About the Association of Washington Business**

The Association of Washington Business (AWB) is Washington's oldest and largest statewide business association, and includes more than 7,500 members representing 650,000 employees. AWB serves as both the state's chamber of commerce and the manufacturing and technology association, advocating on behalf of business and employers in our state. While its membership includes major employers like Boeing, Microsoft and Weyerhaeuser, 90 percent of AWB members employ fewer than 100 people. More than half of AWB's members employ fewer than 10. The AWB office is located in Olympia and employs a staff of 32.

**Position Purpose**

This position will be responsible for initiating and executing a wide range of communications projects in support of all departments of the association, including Government Affairs, Membership, Member Services and the association's nonprofit, The AWB Institute. The work of the Communications Specialist specifically includes: writing, editing and developing content and strategic messages for media releases, publications and online resources; determining appropriate information delivery methods and measuring the success of those methods. This is a full-time position requiring less than 10 percent travel statewide, annually.

**Job Description**

This role will require:

- Exceptional verbal and written communication skills for developing print and electronic collateral, including press releases, newsletters, case studies, marketing collateral, magazine copy, web copy, scripts, speeches and presentations.
- Managing a variety of projects that require impeccable attention to detail, the ability to effectively multi-task and a proven record of consistently meeting deadlines with well-executed results.

- Tracking key legislation on public policy issues and related media coverage of those issues.
- Proactively identifying events and opportunities to communicate AWB's message during the legislative session.
- Working with vendors (e.g. printers, designers, photographers) to ensure conformance to quality standards and specifications of AWB publications.
- Working collaboratively with other members of the Communications team and other AWB departments and staff.
- Demonstrating clearly organized thoughts using proper sentence construction, punctuation, grammar and style.
- Completing other duties as assigned by supervisor.

### **Performance Expectations**

The ideal candidate is:

- Highly self-motivated, has excellent interpersonal communication skills and outstanding verbal and writing skills.
- Able to interface at all levels within the association and with its various publics.
- Well organized and able to manage multiple projects on deadline, working within tight timelines.
- Able to identify new print or electronic communications opportunities.
- Able to demonstrate a high level of commitment, motivation and dedication.
- A good worker: Brings problem-solving abilities, administrative and organizational skills to the position. Maintains good attention to detail and brings a proactive mindset.
- Able to demonstrate a basic understanding of how the media work and the various types of media outlets, be poised to interact with members of the media, employees at all levels of the association, AWB members, vendors and the public.
- Comfortable with fast-paced environment in which priorities can change.
- A good representative of AWB. Maintains proper personal appearance, professional conduct and workspace as a representative of AWB.
- Demonstrates a balanced approach to work — and a good sense of humor.

### **Preferred Experience/Ability**

The right candidate will be a highly organized, task-driven individual who has demonstrated experience in taking the initiative on projects, managing multiple tasks and being a productive team collaborator.

This position requires at least three years of experience in one or more of the following: coordinating and contributing to public relations or communications campaigns;

writing about public policy; writing for and using new media. Applicants should have a bachelor's degree in journalism, public relations, communications or a related field.

Applicants should be familiar with the legislative process and policy issues affecting the Washington state business community. The ideal candidate must be able to frame complex policy issues with coherent, simple messages and be familiar with relevant local, state and national media.

Proficiency with Microsoft Office and experience working with e-newsletter/e-marketing software is expected. Demonstrated familiarity working with Adobe products and new media. Knowledge of graphic design and related software or video production a plus.

### **To Apply**

Interested candidates should e-mail or send via U.S. mail a résumé, detailed cover letter and one (1) writing sample to:

Jocelyn McCabe, APR  
c/o AWB  
P.O. Box 658  
Olympia, WA 98507  
[JocelynM@awb.org](mailto:JocelynM@awb.org)

Closing date: 5 p.m. on Friday, Sept. 16

### **Salary and Benefits**

Depends on qualifications. AWB's benefits package include medical/dental/vision insurance; pension and 401K; short-term and long-term disability; and life insurance.

### **Equal Employment Opportunity**

AWB is an equal opportunity employer. Reasonable accommodation may be provided to enable qualified individuals to perform the essential functions of the position. Performing the essential functions of the position may regularly require sitting at a desk environment, reaching with hands and arms, standing, stooping or kneeling, talking and hearing, and viewing material close-up. The employee may occasionally lift or move up to 20 pounds. The work environment is a temperature-controlled office where the noise level is usually quiet.