



COMMUNICATIONS ASSOCIATE

SUMMARY

The WV Community Development Hub is seeking a Communications Associate to advance our work in building a narrative about West Virginia that shows that change is possible and it is happening today. The Communications Associate will support enacting a multi-platform communications strategy to lift up the stories of innovative community leaders.

The Hub is a statewide nonprofit organization that works directly with dozens of towns, cities and community teams each year, maintains a network of thousands of engaged readers across our multiple communications platforms, and uses our communications to strategically position the community development efforts of West Virginia communities and organizations as an innovative and leading approach on regional and national stages.

The Hub mobilizes residents from all over the state to spark transformational change and progress in their communities. Hallmarks of the organization's work are to spur on fresh momentum where little exists; to unite the forces of groups that have not considered - or even resisted - collaboration in the past; and to champion new, and sometimes unexpected, leaders. Over the past year, The Hub's work has positively impacted 40% of West Virginia's population.

It is the job of the communications team at The Hub to tell the stories of transformational impacts coming out of this work.

If you are passionate about West Virginia, community transformation, and the ability to use communications as a tool to amplify positive stories and motivate others to make positive change in their own communities, you will be a great fit with The Hub's values. The Hub expects strong leadership skills, good team work, and an ability to self-direct work from all staff. We expect all staff, regardless of the seniority of their position, to bring drive and initiative to their work, and show up each day with the energy to think creatively and the commitment to work collaboratively to find success. If you like a workplace where you are told what to do for every task, and are not called to bring your own ideas to the table, this is not the right position for you.

JOB DUTIES

Communications

- Monitoring of local and regional news sites, partner communications, and other platforms to identify stories of positive community momentum as well as resources to support community and economic development activities.



- Maintaining the organization's blog, including coaching staff and partners on generating content as well as writing and editing blog post content.
- Creating organization emails using Mailchimp, including regular organization e-newsletter sent on a weekly basis plus special announcement emails as needed.
- Generating strategies, creating content and maintaining general upkeep of organization social media platforms including Facebook, Twitter, and Instagram.
- Generating communications tools to supplement campaigns, including event registration through Eventbrite and Facebook events, Google Forms and Survey Monkey surveys, Zoom meetings and webinars, and other tools as needed.
- Maintaining organization communications calendar, including generating content ideas, setting deadlines and coordinating with staff members to ensure deadlines are met
- Maintaining organization website using Wordpress platform.
- Using basic graphic design skills to generate promotional and educational materials.
- Building communications campaigns in collaboration with the Director of Strategic Network Communications and staff members.

Content Creation: Documentation & Storytelling

- Collaborating with program leaders within the organization and also community leaders across the state to document progress and impacts of community development-related activities.
- Producing written stories, photographs, and video content to capture community leadership and community building happening in real time.
- Producing written stories, photographs, and video demonstrating best practices and models of rural community development.

EXPERIENCE + SKILLS

- Experience with creating and maintaining organization or business communications such as social media, website, and marketing emails in a professional setting
- Knowledge of Canva, Mailchimp, Wordpress, Eventbrite, Survey Monkey, and Google Drive a plus
- Knowledge of Adobe Creative Suite a plus
- Experience with photography and videography captured in a professional setting
- Strong copywriting and editing skills
- Demonstrated ability to manage multiple projects simultaneously
- Strong attention to detail and a commitment to complete tasks and follow-through on requests.
- Demonstrated ability to coordinate and motivate others to ensure they are meeting stated deadlines
- Demonstrated leadership experience and strong initiative skills.



- Must be energetic, positive, imaginative, well-organized, and capable of functioning effectively in an independent environment and on a small team.

SALARY/BENEFITS

- The salary for this position will be negotiated with the applicant and will be based on qualifications and experience. Expected starting salary will be between \$30,000-36,000.
- This position is full-time. Through the end of 2020, this position will be entirely remote in accordance with Hub COVID-related policies. Once staff return to working in person, this position is expected to be based out of The Hub's Charleston WV office. Permanent remote placement may be considered for exceptional candidates.
- Limited travel is expected for this position. All travel expenses are reimbursable and travel may often be done in coordination with other Hub staff. Willingness to travel and work flexible hours is required for this position. All travel will be done in accordance with Hub COVID-related travel policies.
- The Hub is an equal opportunity employer and strongly encourages applications from Black, Indigenous and People of Color applicants.

HOW TO APPLY

Application materials should be submitted to info@wvhub.org by September 15 2020. Applicants should include "Communications Associate" in the subject field.

Application packages should include the following materials:

- Cover letter, clearly stating your relevant experience, your interest in this position, and why you feel you are the best candidate for the position.
- An updated resume
- A sample of work, including a minimum of 7 work samples featuring documentary-style content, including written stories, photography, videography and/or graphic design work. Work samples can be submitted as a single PDF document or as a link to a shared folder in Google Drive, Dropbox, or a similar platform.
- 3 relevant and recent professional references.

The Hub is invested in building a diverse and qualified team that accurately reflects and is inclusive of the diverse talent represented throughout West Virginia. We strongly encourage and will positively consider applications from people who have been historically underrepresented in leadership roles, such as people of color, women and LGBTQ candidates.