



## **Outreach and Communications Specialist**

### **About PWW**

Pennsylvania Women Work (PA Women Work) is a statewide 501(c)3 nonprofit workforce development organization headquartered in Pittsburgh, PA. Pennsylvania Women Work is dedicated to transforming the lives of Pennsylvanians through empowerment, employment and economic independence. Whether it's a single mom struggling to provide for her family; a woman re-entering the workforce after 20 years; an immigrant adjusting to a new life; or someone faced with a challenging career transition, PA Women Work empowers job seekers with job search and interview skills, opportunities to build their confidence, and help setting and achieving both professional and personal goals. PA Women Work helps individuals find lasting employment that pays a family-sustaining wage through unique and life-changing programs.

### **Position Summary**

PA Women Work is seeking a highly motivated, enthusiastic individual to fill the role of Outreach and Communications Specialist. The Outreach and Communications Specialist is responsible for implementing community engagement and outreach to build awareness of PWW, recruit participants and volunteers, foster partnerships with nonprofit referral agencies, and manage the organization's social media channels. This role is ideal for someone who loves building meaningful one-on-one relationships, is energized by meeting new people, and is passionate about the impact of workforce development for women. The ideal candidate is a skilled communicator who can adapt their message to diverse audiences, juggle multiple priorities, and represent the organization with confidence and authenticity.

***Hybrid work schedule with 50% local travel/event attendance, and a minimum of one day per week working on-site at PA Women Work's office. (More days may be required as needed.)***

**Outreach and Relationship Building with Community Partners and Nonprofits (50% of hours, combination virtual/in-person in community)**

- Represent PA Women Work to external constituents at a robust calendar of in-person and virtual gatherings, including job fairs and community events – be able to persuasively and confidently present on our programs and program impact
- Work within the community and with our partners to generate excitement about, and increase awareness of, Pennsylvania Women Work
- Collaborate with communications team to create and execute effective recruitment strategies and practices to attract a diverse pool of participants for the organization
- Search out and coordinate PA Women Work participation in community events, job fairs, networking and presentation opportunities
- Build and maintain partnerships with nonprofits as referral partners and pipelines for participants with support from Director of Programs

#### **Social media management - (20% of hours)**

- Update and oversee social media content calendar
- Create social media content, images and campaigns with support from Communications Manager
- Schedule/publish across all social media channels
- Collaborate with internal teams to ensure consistent messaging across digital and print communications
- Monitor conversations across all platforms and interact with community
- Post live content at PWW's events and programs

#### **Program execution and support (20% of hours, mostly in-person in community)**

- Attend PWW programs and events such as Career Kick-Start, Circle of Hope, Working 9-to-5 Bingo, etc. to represent PWW to participants and the broader community
- Manage weekly Recruiter (client newsletter) by compiling PDF of job opportunities with support from Communications Manager and Manager of Employer Relations
- Collaborate with Communications Manager to create and distribute Quarterly Connection, quarterly newsletter for partners
- Plan and/or assist with volunteer events under the direction of the Manager of Volunteer and External Relations

#### **Administration (10% of hours, combination virtual/in-person)**

- With support from the Director of Communications and Director of Programs, create an annual plan and strategy for recruitment and outreach as part of the organization's communications plan
- Collaborate with Director of Communications and Communications Manager to track community events, digital recognition and promotions, and recruitment opportunities
- Collaborate, report, and consult with the Director of Programs and other team members on outreach/recruitment and overall program development on a routine schedule

- Collect, maintain, and provide data, meeting notes, and other requested information to appropriate team members

*\*Other duties as assigned*

### **Competency/Qualifications**

- 2-5 years of experience in nonprofit outreach, recruitment and/or workforce development
- 1-2 years of experience in social media management
- Demonstrated ability to create and implement strategies for the recruitment of over 500 individuals per year
- Ability to foster and maintain professional relationships and organizational partnerships
- Excellent verbal and written communication skills
- Success in building trust and rapport with partners and organizations
- Proven ability to build and maintain partnerships with a wide range of stakeholders.
- Ability to passionately talk about PA Women Work's programs, mission and impact in one-on-one settings, large groups, and at presentations
- Comfortable presenting to both small and large groups in-person and virtually.
- A clear understanding of nonprofit social media management
- Willingness to travel locally throughout the week (and on some weeknights and weekends) to represent the organization at events
- Track record of strong follow up and ability to track/manage multiple priorities
- Superior time management and productivity skills with a demonstrated ability to prioritize in a fast-paced, deadline-driven environment
- Ability to excel in a collaborative and dynamic environment with a growing organization
- Strong interpersonal and relationship building skills; ability to interface with various and diverse set of stakeholders, groups and individuals

### **Benefits/Compensation**

- *PA Women Work is one of this year's Pittsburgh Business Times Best Places to Work!*
- Full-time, salary, exempt, health insurance (including vision and dental), and 403(b) account.
- Work/life balance with generous paid time off and paid holiday schedule.
- Hybrid work arrangement, offering both in-office and work-from-home flexibility to accommodate diverse needs and promote a healthy work-life balance.
- Salary range: \$43,000-\$48,000

To apply, please send a resume and cover letter to [jobs@pawomenwork.org](mailto:jobs@pawomenwork.org) by Monday, July 28. Applications without a cover letter will not be considered.

*Pennsylvania Women Work, an EEO employer, values a diverse, respectful, collaborative, and passion-driven work environment. PA Women Work seeks to recruit candidates for employment who represent our diverse community in race, gender, religion, sexual orientation, and ability. We are dedicated to uplifting diverse opinions and backgrounds in order to grow and evolve as a welcoming workplace for all. We believe that combining these values with hard work, high-quality standards, and mission-driven leadership will help us achieve economic self-sufficiency, workplace equality, and a voice in policy for those we serve.*