



Employment Opportunity:
Communications Manager, Washington Public Ports Association

Association Overview:

Washington State has seventy-five public port districts serving its citizens. These local government special purpose districts are located in every region of Washington State. They provide critical seaport, airport, marina, and economic development services to communities all over Washington, and serve as one of the most important tools for linking our people and our products to the world. Port districts build infrastructure, create jobs and maintain local control of waterfronts, airports and many other important facilities.

These port districts are represented by the Washington Public Ports Association (WPPA), an established Olympia-based local government association. The WPPA serves as an advocate and liaison for port districts to the state legislature, to state executive agencies and to the governor's office. The WPPA also provides a sophisticated educational program for its members, providing materials, seminars and conferences that keep port officials and staff up-to-date with evolving public policy issues.

Position Overview:

The WPPA is currently accepting applications for Communication Manager. This is a permanent, full-time position with a salary range of \$59,000 - \$93,000 per year, in addition to generous medical, vacation and retirement benefits. New applicants generally do not begin at a salary above the mid-point of the range.

This position reports to the WPPA Executive Director, and serves as the principal communication and training staffer for the Association.

Job Summary:

The Communications Manager is responsible for developing and executing the organization's communication strategies through multiple media platforms, guiding member ports in developing communications strategies, creating and delivering communications related content for association educational events, and assisting on communications related to port advocacy.

Essential Functions:

Reports to the Executive Director, provides staff support to Public Information Committee, and assists in implementing Executive Committee, Board, and Executive Director initiatives.

Develops and implements WPPA's communications strategic plan with input from the Executive Director, WPPA colleagues, and the Public Information Committee; also prepares annual and long-range plans of action.

Gathers port information and serves as a source of port information to WPPA audiences. This communications professional, with a specialized knowledge about new and emerging media, also will create content and develop, manage and integrate the Association's digital media/interactive marketing strategy, including the use of the website, social media applications, Intranet, marketing pieces, and electronic newsletters.

Maintains a working relationship with WPPA member district's and provides ideas and communication expertise to smaller districts.

Must be knowledgeable about communications standards and best practices, as well as emerging and established communications tools, including such digital media as websites, Intranets, social media, e-newsletters and other interactive devices.

Assists in Legislative Session functions and is responsible for preparation of background/research updates, and assists in reviewing proposed legislation for port-related impacts.

Assists with day-to-day liaison and communications with association membership, is primary writer for association newsletter and other communications, and staffs designated association standing and ad hoc committees.

This position contributes substantially to the Association's educational programs, including two statewide general meetings, as well as specialized seminars, workshops, projects, and day-to-day operations. This position also guides the primary planning and programming for selected meetings, in cooperation with the association's Member Services Manager.

Conducts training seminars on techniques in, and importance of, creation and maintaining good port-community relations.

Coordinates media relations for WPPA to ensure positive coverage of WPPA interests and serves as a WPPA spokesperson and resource when required.

Designs, coordinates, and prepares technical materials including newsletters, surveys, brochures, flyers, and circulation of proposed materials for comment. Is also responsible for speech writing, photography, and multi-media support.

Guides communications planning and programming for workshops and meetings to ensure they meet member needs and are carried out in accordance with approved policies and procedures.

Additional Work Performed:

Directs and performs other duties as needed.

Minimum Job Qualifications:

Experience and Training:

Completion of college or university education in a communications or legislative relations related discipline with 5 to 7 years progressively responsible communications and / or port legislative relations experience, or equivalent.

Necessary Special Requirements:

Knowledgeable regarding communications and media relations management, planning, networks, problem solving, advisory, and professional functions with a working knowledge of the Legislature, ports, or state associations.

Ability to effectively assist Executive Director advance and protect association interests with state and other agencies, identify critical issues and priorities, make good judgment calls on sensitive issues, track the association's programs, contribute to legislative relations functions, and perform diverse written and public speaking duties.

The successful candidate will demonstrate a keen interest in learning about and understanding the variety of issues that Washington's port districts are engaged in.

Opening and Closing Dates:

The application period opens September 26, 2017 and will remain open until filled. The first resume review will be October 12, 2017.

Applications:

Please send a resumé, along with a cover letter describing your interest and qualifications to:

Communications Manager Search
Washington Public Ports Association
1501 Capitol Way, Suite 304
Olympia, WA 98501

or

tcilurso@washingtonports.org

For additional information, please email tcilurso@washingtonports.org. For general information visit the WPPA web site at washingtonports.org.