



Title: Communications & Training Specialist

Date: September 2024

Responsible To: Operations & Outreach Manager

Classification: Regular Full Time Non-Exempt

Approved Salary Range: \$46,622-\$65,893

To apply: Please send a cover letter, resume and writing or graphic design sample to tbehnke@wiscap.org by October 9, 2024.

Summary Responsibilities:

The Communications & Training Specialist position is responsible to the Operations & Outreach Manager for mid-level support of all communications and training programs to meet the goals of the Wisconsin Community Action Program Association, Inc. (WISCAP). This position will be responsible for the creation and support of WISCAP's exceptional and innovative internal and external communication as well as the management of WISCAP's training programs that include conferences, in-person trainings, webinars, other virtual trainings, data management, and member support.

Major Duties and Responsibilities:

1. Collaborate with Deputy Director and Operations & Outreach Manager to assist all WISCAP programs in creating communication strategies and provide templates for webpages, newsletters, and social media content with a focus on engagement on a consistent basis.
2. Contribute to overall digital content strategy and inform calendar of upcoming trainings/events, news and milestones, and external opportunities to guide content planning.
3. Provide administrative support to multiple websites including updating content on existing web pages, creating additional web pages, and assisting with the design of future websites.
4. Maintain WISCAP's social media sites.
5. Contribute to the publication of WISCAP communications materials, including but not limited to the WISCAP Annual Report, brochures, signage, etc.
6. Assist in all facets of the WISCAP's training programs which include conferences, in-person training, webinars, and other opportunities. Regarding conferences, you will work with planning committees to establish the conference's purpose, theme, tracks, workshops, plenary sessions, and awards. This includes being responsible for securing site facilities and planning for all necessary conference accommodations, working with conference budgets, following processes to obtain and select workshop proposals and speakers, promoting the conference; and conducting registrations. Lastly, you will provide a summary report evaluating the conference for WISCAP Leadership.
7. Support communications-related tasks for training event management such as registration setup, app and conference materials development, data input, and vendor/sponsor relationships and coordination; general support with virtual and in-person training and technical assistance as necessary for effective delivery.
8. Assist in database management including data entry, mailing lists maintenance, report generation, and compliance support.

9. Assist in the management of member surveys, outreach management, and data collection including follow-up, initial analysis, and reporting.
10. Some clerical duties will be performed on an as-needed basis, including but not limited to: opening mail, answering phones, writing board meeting minutes etc.
11. In-State, overnight travel required for 10-14 business days per year.
12. Other: Perform other duties to ensure the proper and efficient functioning of organizational benefits, programs, and projects. As requested by the Executive Director, assist in conducting other special projects to serve WISCAP member agencies.

Knowledge, Skills, and Abilities Required:

- Bachelor's degree in communications or journalism or associate's degree and 1+ years of nonprofit communications experience.
- Must be a strong communicator, have excellent written, presentation, oral communications, and interpersonal skills.
- Proficient computer skills and competence with computer software including Microsoft Office
- Experience with Adobe Suite, specifically InDesign & Illustrator.
- Experience publishing content on websites and social media channels.
- Experience with website administration and development software like HubSpot and WordPress.
- Must be a creative and strategic thinker with good judgment, and the ability to make independent decisions in a changing environment.
- Ability to maintain a high degree of confidentiality.
- Ability to initiate and complete projects, prioritize work, organize activities, obtain the assistance of others, coordinate multiple activities, adhere to work schedules and timetables, and possess a keen attention to detail.
- Ability to work effectively within a team environment with WISCAP staff as well as all levels of the WISCAP association and its environment (co-workers, member agency executives and staff, vendors, collaborative partners, etc.)
- An understanding of poverty and the needs of low-income people together with an understanding and appreciation for the opportunities provided by Community Action to help people leave poverty.