



NATIONAL SKILLS COALITION
Every worker. Every industry. A strong economy.

Communications Associate

[National Skills Coalition](#) is seeking a **Communications Associate** to provide digital, media, and marketing support to a growing communications department.

The National Skills Coalition is a broad-based network of leaders (business, labor, educators, advocates, et.al.) who want America to grow its economy by *investing in its people*, so that every worker and every industry has the skills to compete and prosper. A greater diversity of Americans will have access to a better life, and a greater diversity of U.S. businesses will see growth, if job-driven, skills-based training is a more central part of our nation's workforce, education, economic and anti-poverty policies. With an annual budget of \$4.5M and a staff of 25, we engage in coalition-building, analysis, technical assistance, communications and advocacy to advance state and federal policies informed by the partnerships and expertise of our members. NSC's national advocacy network draws from over 35 states, including several national initiatives as well as more than 20 active state coalitions.

The **Communications Associate** will assist the Digital Manager, Press Secretary & Communications Manager on a variety of communications projects. **This job requires the ability to plan and implement a broad range of communications tasks in a deadline-driven environment.** The Communications Associate will assist in developing, editing, and proofreading the full range of written, digital, social and video content. He or she will update websites; implement social media campaigns; and efficiently use NSC's communications tools including a CRM/database, webinar system, and PR software. The Communications Associate will contribute to NSC's strategic communication campaign plans, promote the NSC brand, assist with NSC events, and implement direct outreach strategies including email and news updates to NSC's core audiences. Finally, the **Communications Associate** will provide general communications expertise and assistance that supports NSC's mission and goals.

This position is based in Washington, DC.

Responsibilities include:

Press/Media

- Monitor, track, and post NSC media placements.
- Assist in promoting media coverage to targeted audiences.
- Assist in maintaining media lists, press hits, and media metrics.
- Assist as needed on media outreach.

Digital/Social

- Execute website updates and improvements. Compile website analytics for evaluation.
- Draft and proofread emails, including the monthly e-news.
- Use Every Action to send emails to targeted audiences.
- Perform data entry in Every Action, assist in maintaining the database, and assist staff in its use.
- Compile data on open rates, click-through rates, and other digital engagement.

- Draft & post digital content, implement social media tactics, and contribute to social media strategy.
- Manage NSC's webinar platform and provide direct assistance to ensure webinars run smoothly.

Organizational Marketing and Promotion

- Format NSC materials to ensure consistent visual identity & branding.
- Assist in the production of printed collateral materials, including managing printers & designers.
- Assist in the implementation of publication distribution strategies.

Qualifications include:

- At least 1 year of relevant experience.
- A demonstrated understanding of digital and traditional communications best practices.
- Excellent writing and editing abilities.
- Attention to detail.
- Ability to take initiative and a commitment to punctuality and on-time delivery.
- Ability to use technology to collaborate with colleagues and manage work.
- Excellent organizational, planning, task management, and problem solving skills.

Compensation: Competitive salary. Excellent benefits package, including employer-paid health and dental, retirement plan, life and disability insurance and generous vacation policy.

To Apply: Please send cover letter and resume to: settleon@gmail.com, subject line: NSC – Communications Associate. No phone calls please.

National Skills Coalition is an Equal Opportunity Employer. Women and people of color are strongly encouraged to apply.

National Skills Coalition is an Equal Opportunity Employer that values and welcomes diversity in the workplace and strongly encourages all qualified persons to apply regardless of any protected status under federal or local law including Minorities/Women/Disabilities/Veterans.