

EXEMPT RECRUITMENT ANNOUNCEMENT *COMMUNICATIONS MANAGER*

Open Date: February 26, 2013
Position: Communications Manager
Annual Salary: \$ 65,000-\$75,000 + Health and Retirement Benefits
Reports to: Executive Director, State Board of Education
Location: Olympia, Washington
Closing Date: Open Until Filled ~ Applications will be screened upon arrival

The State Board of Education (SBE) is currently seeking a qualified candidate to serve as the agency's communications manager. The SBE's role in the K-12 system is to lead the development of state policy, provide system oversight, and advocate for student success.

OVERVIEW

The State Board of Education is authorized by the Washington State Legislature to provide advocacy and strategic oversight of public education, develop an accountability framework that results in improved student learning, and provide leadership in the creation of a system that personalizes education and respects diverse cultures, abilities, and learning styles. The Board also determines the high school graduation requirements, promotes achievement of the goals of Washington's Basic Education Act, approves changes in the scores needed to meet the standards on the Washington Assessment of Student Learning (WASL), and implements selected policy recommendations of the Legislature.

The Washington State Board of Education is comprised of sixteen members. Five members are elected regionally by representatives of local school boards; seven are gubernatorial appointees. The Superintendent of Public Instruction and one private school representative also serve. In addition to the fourteen voting members, the Washington Association of Student Councils selects two high school members for Board appointment.

This new position, located in Olympia, Washington, will play a key role in assisting the staff of the State Board of Education to communicate education policy issues in a fast-paced environment to a variety of audiences.

CANDIDATE PROFILE

This position will:

- Develop, write, and edit content for publications, brochures, pamphlets, press kits, flyers and other public information in order to convey information effectively to a variety of audiences (e.g. legislators, parents, teachers, administrators, general public)
- Create an array of materials necessary for public speaking engagements, including PowerPoint presentations
- Work closely with the executive director in providing consistent messaging for the SBE
- Write, edit, and distribute agency press releases
- Write and publish the e-newsletter. Update e-mail listserv for e-newsletter
- Track media coverage of SBE issues and distribute coverage electronically to SBE staff
- Attend SBE Board meetings to manage media opportunities and/or provide support to the executive director and SBE members
- Coordinate stakeholder and workgroup meetings.
- Manage the agency's Website
- Schedule and coordinate public outreach, as needed

DESIRABLE EDUCATION, KNOWLEDGE AND SKILLS

- Bachelor's degree in journalism, public relations, or related field with a minimum five years of professional experience;
- Excellent written, spoken, and interpersonal communications skills;
- Demonstrated ability to produce written materials suitable for publications;
- PowerPoint skills essential;
- Experience in writing and designing for the Web;
- Knowledge of graphic design/publishing and its related processes;
- Ability to create graphics to illustrate complex ideas, or work with graphic artists to achieve that end;
- Ability to work effectively under deadlines, and to recognize and set priorities, plan, and organize work;
- Ability to work independently, and use initiative and independent judgment in a wide variety of situations;
- Ability to work as a team player with a wide variety of stakeholders
- Ability to travel intrastate;
- Knowledge of personal computers and word processing software required. Fluency in Word, and PowerPoint. Familiarity with website design desired.
- Legislative experience (testifying, advocacy, etc) a plus.

SBE provides equal access to all programs and services without discrimination based on sex, race, creed, religion, color, national origin, age, honorably discharged veteran or military status, sexual orientation including gender expression or identity, the presence of any sensory, mental, or physical disability, or the use of a trained dog guide or service animal by a person with a disability. Persons needing accommodation in the application process or this announcement in an alternative format may contact the human resource consultant listed in "Application Process."

COMPENSATION

The annual compensation for the position is \$65,000 to \$75,000 and will depend upon experience, educational background, and qualifications. *This salary does not include the legislatively mandated 3% temporary salary reduction that is in effect from July 1, 2011 through June 30, 2013.*

Washington State has a generous benefit package including health, dental, and life insurance, retirement, and an optional deferred compensation program. Please go to the following websites for benefit information; www.hca.wa.gov for information regarding health benefits and www.drs.wa.gov for retirement plan information. This is a Washington Management Service Position.

APPLICATION PROCESS

Those interested in this position may apply by submitting a letter of interest specifically addressing the qualifications listed in this announcement, a current resume, a complete list of five or more personal and professional references, and the optional affirmative action information request below. Please send all the application materials to:

Kristin Collins, Human Resource Consultant
Office of Superintendent of Public Instruction
600 Washington Street Southeast/Post Office Box 47200
Olympia, Washington 98504-7200
Voice/Message: (360) 725-6270; FAX: (360) 664-0567
E-mail: Kristin.Collins@k12.wa.us Internet: <http://www.k12.wa.us>

Please be aware that agency hiring authorities reserve the right and may exercise the option to make a hiring decision prior to the conclusion of the recruitment process. Electronic application packages are encouraged and should be sent in **MS Word format only**.

VOLUNTARY AFFIRMATIVE ACTION FORM

Completing this form will enable the State Board of Education to assess the composition of the workforce for Affirmative Action planning purposes. We ask your voluntary cooperation in responding to the questions below. This information will be treated as confidential and will be available only to authorized personnel. It will be maintained in a location separate from your official personnel file. The information you provide may require verification. Please be advised, if race, culture, military and/or disability status is not indicated, the statewide personnel computer system will classify you as Caucasian, no active military duty and no disability. Please review the affirmative action definitions attached to this form.

Name:	
Date of Birth (MM/DD/YY):	<input type="checkbox"/> Male <input type="checkbox"/> Female
Ethnicity/Hispanic Origin	
Are you of Hispanic/Latino Origin? <input type="checkbox"/> Yes <input type="checkbox"/> No Hispanic Origin includes all persons of Mexican, Mexican American, Chicano, Puerto Rican, Cuban, Central or South American, Dominican, Latin American or other Spanish culture or origin, regardless of race.	
Race Information (check all that apply)	
<input type="checkbox"/> American Indian or Alaskan Native – A person having origins in any of the original peoples of North and South America (including Central America), and who maintains a tribal affiliation or community attachment	
<input type="checkbox"/> Asian – A person having origins in any of the Asian groups	
<input type="checkbox"/> Black/African-American	
<input type="checkbox"/> Native Hawaiian or Other Pacific Islander	
<input type="checkbox"/> White/Caucasian	
Disability Information	
Do you have a physical, sensory, or mental condition that substantially limits any of your major life functions, such as working, caring for yourself, walking, doing things with your hands, seeing, hearing, speaking, or learning? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Veteran Information (CHECK ALL THAT APPLY)	
<input type="checkbox"/> Non Veteran	
<input type="checkbox"/> Vietnam-era Veteran	
<input type="checkbox"/> Disabled Veteran*	
<input type="checkbox"/> Discharged with a duty-related disability* and less than 1 year of service	
<input type="checkbox"/> Discharged at the convenience of the government with less than 1 year of service	
<input type="checkbox"/> Honorably Discharged with 1 year + of service receiving less than \$500 month	
<input type="checkbox"/> Separated or Retired Veteran earning less than \$500 month in retirement pay or with fewer than 20 years' active service.	
<input type="checkbox"/> Retired Veteran earning more than \$500 month in retirement pay or with 20 or more years' active service.	
<input type="checkbox"/> Other Veteran: _____	
<input type="checkbox"/> Surviving Spouse or Surviving Registered Domestic Partner of a Veteran.	
Please Choose Branch of Military: <input type="checkbox"/> Air Force <input type="checkbox"/> Army <input type="checkbox"/> Navy <input type="checkbox"/> Marine Corps <input type="checkbox"/> National Guard <input type="checkbox"/> Coast Guard	
If you are a disabled veteran, state your percent (%) of disability _____%	
Signature:	Date:

For the purpose of determining seniority for granting preference during layoffs and subsequent re-employment, any permanent employee who has one or more years of active military service in any branch of the armed forces of the United States or who has less than one year's service and is discharged with a disability incurred in the line of duty or is discharged at the convenience of the government and who, upon termination or such service, has received an honorable discharge, a discharge for physical reasons with an honorable record, or a release from active military service with

SBE provides equal access to all programs and services without discrimination based on sex, race, creed, religion, color, national origin, age, honorably discharged veteran or military status, sexual orientation including gender expression or identity, the presence of any sensory, mental, or physical disability, or the use of a trained dog guide or service animal by a person with a disability. Persons needing accommodation in the application process or this announcement in an alternative format may contact the human resource consultant listed in "Application Process."

evidence of service other than that for which an undesirable, bad conduct, or dishonorable discharge is given: Provided, that for the purposes of this section "veteran" does not include any person who has:

- (1) Twenty or more years active military service, and whose retirement is designated by the armed forces of the United State as "voluntary" as evidenced by the DD Form 214 or other official military records; **and**
- (2) Whose military retirement pay is in excess of five hundred dollars per month.

If you are a veteran or a surviving spouse or a surviving registered domestic partner of a veteran of active service in the armed forces of the United States, please provide a copy of the military discharge paper (DD214) or (NGB From 22). Military credit will be given based on this document.

Permanent Employee – For layoff purposes, any non-civil service exempt employee who has satisfactorily passed their probation period.

Vietnam-era Veteran – A person who served on active duty for more than 180 days, any part of which occurred between February 28, 1961*, an May 7, 1975, and was discharge or released with other than a dishonorable discharge; or who was discharge or released from active duty for a service-connected disability if any part of the active duty was performed between August 5, 1964, and May 7, 1975. (*Service between February 28, 1961, and August 4, 1964, must have been performed within the Republic of Vietnam in order to qualify)

Disability – For affirmative action data reporting purposes, people with disabilities are persons with a permanent physical, mental, or sensory impairment which substantially limits one or more major life activities. Physical, mental, or sensory impairment means:

- (a) Any physiological or neurological disorder or condition, cosmetic disfigurement, or anatomical loss affecting one or more of the body systems or functions: or
- (b) Any mental or psychological disorders such as mental retardation, organic brain syndrome, emotional or mental illness or any specific learning disability.

The impairment must be material rather than slight, and permanent in that it is seldom fully corrected by medical replacement, therapy or surgical means.

Disabled Veteran – A person who is entitled to compensation under laws administered by the U.S. Department of Veteran Affairs for disability (A) rated at 30% or more, or (B) rated at 10% or 20% in the case of a veteran who has been determined by the Department of Veteran's Affairs to have a serious employment handicap, or (C) a person whose discharge or release from active duty was for a disability incurred or aggravated in the line of duty. Applicant must provide a letter from the Department of Veteran's Affairs Secretary confirming employment handicap as it relates to item (B).