



POINTNORTH

Communications Manager

Are you a communicator that enjoys strategizing, writing and producing content? Are you excited about creating messages that share technical details in a way our community can understand and invites them to provide input? Are you interested in shaping the communications strategy for large, complicated projects in the Pacific Northwest?

If so, let's talk!

About the Position

We are seeking a dynamic Communications Manager who is excited to work in a fast-paced team to participate in developing strategy, public relations messaging, content development, and media for the largest transportation project in the Pacific Northwest.

Classification: Salaried / Exempt

Compensation Range: \$80,000 - \$110,000 dependent on qualifications and experience

About PointNorth

PointNorth Consulting is a strategic communications firm and is a woman-owned minority small business located in Vancouver, Washington. We believe our values drive our passion. We are strategists, storytellers and committed communicators. We serve a variety of organizations in the Pacific Northwest ranging from architects, engineers and contractors to educational service districts and public agencies. We value hard work, an entrepreneurial spirit, integrity, and authenticity. We also value strong connections to our team and our community.

Overall Responsibilities

- Develop comprehensive and strategic communication plans identifying goals, target audiences, key messages, channels, tactics and frequency.
- Lead and develop messaging strategies.
- Write content for a variety of platforms and mediums including, but not limited to, social media, website development and maintenance, videography and photography, marketing, media relations, and / or graphic design.
- Develop a wide range of materials in support of the government relations agenda, such as talking points, presentations, summaries, factsheets, testimonies, reports, and letters.
- Plan and implement events and other activities to support the government and community relations goals.

- Provide program research, reviewing and synthesizing data into succinct and meaningful reports.
- Summarize stakeholder feedback for the purpose of reporting and presentation
- Prepare articles for newsletters, print and digital publications.
- Identify and tell stories that highlight impact.
- Prepare and coordinate award submittals.
- Manage and draft responses to media inquiries
- Create, review and edit content for press releases, byline articles and keynote presentations.
- Manage and coordinate clear, consistent and timely communication with project team, supervisor and all project stakeholders.
- Provide leadership, support, and day-to-day management to the Communications team (as assigned).
- Develop, organize, and facilitate or co-facilitate discussion groups, workshops, trainings, roundtables, and other events (virtually or in person as appropriate).
- Translate technical information into public friendly informational materials and messages
- Communicate and engage with the public at virtual and in-person events

Knowledge, Skills & Qualifications

- 7+ years of communications experience
- Bachelor's degree in Communications, English, Marketing, Journalism, Public Relations, Planning or related field
- Excellent verbal and interpersonal communication skills
- Ability to deliver engaging presentations and facilitate sessions with large and small audiences at all levels of an organization.
- Outstanding organizational and planning abilities.
- Proven track record designing and executing successful public relations campaigns
- Knowledge of local and national business and industry media outlets
- Highly responsive and able to track progress
- Adaptable and flexible to meet the needs of evolving priorities
- Collaborative team member with ability to communicate in a professional manner with all clients, co-workers, stakeholders, community members and business partners
- Ability to understand highly complex or technical information and communicate it to non-technical audiences
- Comfortable working independently and as part of a dynamic interdependent team
- Comfortable with taking direction, yet able to take the initiative as needed
- Proficient or able to quickly become proficient in Microsoft 365, GSuite, Harvest, Asana, Rippling and Dropbox
- Passion for the mission of PointNorth and aligned with [our values](#): people first, lead with integrity, think big, keep it real

While not required, the following qualification(s) is appreciated:

- Experience in consulting firms and/or professional service organizations
- Proficiency in Spanish or other common second language in equity priority communities in the SW Washington/Portland metro region
- Cultural competency and understanding of diversity, equity, inclusion and belonging best practices

PointNorth is an equal opportunity employer, committed to developing an organization that is reflective of, and sensitive to, the needs of the diverse community we serve. We do not discriminate on the basis of race, color, religion, gender, sexual orientation, gender identity, national origin, age, genetic information, disability, or uniformed service. PointNorth is a provider of employment and training services. Auxiliary aids and services are available upon request to individuals with disabilities. Washington Relay 711.

Working Conditions / Physical Requirements

Work is currently performed in a hybrid environment - both at home office and at our office in Vancouver, WA. This includes long periods at a desk. Position requires the employee to regularly host and facilitate in-person and virtual meetings, communicate with community members and clients, in both small and large groups. Employees may work under the stress of continual contact from clients, community members, co-workers and business partners, and the pressure to meet deadlines. Must occasionally lift and/or move up to 25 pounds. As an organization who contracts with government clients, PointNorth requires its employees to be fully vaccinated against COVID-19.

- Requires availability 8 am - 5 pm M - F with occasional evening or weekend work.
- Team members are expected to be in the office 1-2 days of the week and as needed or requested.
- Each team member has the freedom to construct their work week and schedule based on client and business needs, including the location(s), times, and days in which they will complete work. Position may require the ability to travel regionally for work activities.

Please send cover letter and resume to joinus@pointnorthinc.com

