

Wyoming Association of Municipalities
Position Description

Communication and Membership Coordinator

Nature/Purpose of Work: Works to fulfill two of WAM's core missions; providing education to our members in all facets of good governance, and providing timely and valuable communication to membership, State and Federal government entities, and outside stakeholders. This position receives direct supervision from the Deputy Director and exercises no supervisory responsibility.

Primary Duties/Responsibilities:

The listed functions are illustrative only and are not intended to describe every function which may be performed.

- Coordinates all educational programming and curriculum efforts.
- Works with team members, WAM membership, and the Leadership Training Services Committee to identify and understand the educational wants and needs of the association.
- Identifies and secures presenters, speakers and subject matter experts that align with the identified educational wants and needs of membership.
- Works closely with the Deputy Director, Executive Director and other team members formulating agendas for WAM events.
- Directly manages the planning, contracting, production, on-site execution, and post event follow-up of WAM's two annual conference and convention events, Fall regional meetings, and other in-person events as needed.
- Identifies and schedules WAM members to come to Cheyenne and provide consistent presence and coverage alongside WAM legislative staff throughout the legislative session.
- Delivers resources as requested, calls to action, in-house and outside research, etc. in a timely manner for WAM Legislative Staff during the legislative session.
- Serves as a central communication hub, or command central, for WAM's legislative team during the legislative session.
- Collaborates with team members to fully understand communication needs.
- Gathers the materials necessary to understand assignments and analyzes these materials to determine the most effective communications technique.
- Based on assessment, drafts and proposes communications campaigns, which may include social and online media, print media, and other multimedia.
- Presents design ideas and recommendations to the Deputy Director and/or other team members.
- Develops and distributes membership newsletters, event notices, special projects, and press releases.
- Designs invitations, flyers, brochures, and social media graphics. Writes press releases, media pitches, and manages media outreach.
- Manages social media channels; monitors and shares membership news on social media.
- Takes photos at meetings and events and catalogs images for ease of access.
- Films and edits short video clips for external distribution, marketing, and promotion.
- Proofreads and edits a variety of documents.
- Updates and maintains the WAM website with current events, news, and educational texts.
- Performs other related duties and responsibilities as required.

Knowledge, Skills and Abilities:

- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Excellent time management skills with a proven ability to meet deadlines.
- Strong analytical and problem-solving skills.
- Ability to manage multiple assignments within established deadlines.
- Strong writing, editing, and proofing skills.
- Ability to take direction and feedback.
- Proven ability to independently manage priorities and meet deadlines.
- Enjoys working collaboratively and is kind, loyal and respectful to team members.
- Dependable self-starter who sets high standards.
- Ability to adapt and innovate to achieve excellence.
- Ability to maintain a WY driver's license and travel to conferences/meetings as needed.
- Highly proficient with Microsoft Office, Adobe Creative Cloud and related software.

Other Duties of the Job

1. Attends meetings and training sessions, as required.
2. Performs other job-related duties, as required.
3. Assists other WAM staff, as needed or required.

Supervision Received

Receives direction from the Executive Director and Deputy Director.

Working Conditions

1. Works indoors in adequate workspace, lighting, temperatures and ventilation.
2. Works with average indoor exposure to noise, stress, and disruptions.
3. Travels occasionally to various agencies. Normal indoor exposure to dust/dirt.
4. May be required to work outside the traditional work schedule on occasion.

Physical and Mental Conditions

1. Must possess ability to record, convey and present information, explain procedures and follow instructions.
2. Must be able to sit and stand for prolonged periods of time, walk intermittently throughout the workday, with occasional periods of twisting, bending, stooping, reaching, carrying, pushing and pulling necessary to carry out duties of job.
3. Dexterity requirements range from simple to coordinated movements of fingers/hands; feet/legs; torso necessary to carry out duties of job.
4. May be required to lift and/or carry heavy, bulky supplies, materials and/or other items weighing up to 20 pounds.
5. Must demonstrate emotional stability.
6. Must be able to carry on normal office activities, sometimes throughout long days with constant interruptions.
7. Must be able to move frequently throughout the workday.

8. Must be able to perform work requiring long periods of intense concentration in entering data with the highest level of attention to detail and accuracy.
9. Must be able to pay close attention to details and concentrate on work.
10. Must be able to operate a motor vehicle and travel by private or public conveyance.
11. Must be able to move about the office and to other locations where meetings are held.
12. Must be able to operate in an environment with constant interruptions.

Qualifications

A. Education/Training

1. Bachelor's degree in Business, Communications, Marketing, Journalism, or related field.
2. Minimum three years of related communications experience including content development, editing, social media platforms, and graphic design; portfolio of relevant projects highly preferred.
3. Any equivalent combination of experience and/or education from which comparable knowledge, skills and abilities have been achieved.
4. Must have at the time of application and must maintain a valid Driver's License.

B. Knowledge, Skills and Abilities Required

1. Ability to use clear, appropriate judgment in releasing certain types of information.
2. Ability to multi-task and manage various projects to completion within assigned deadlines.
3. Ability to work independently and make sound decisions; able to foresee potential obstacles and problems to solve along the way; creative problem solver.
4. Ability to develop ideas and easily learn new skills.
5. Ability and willingness to travel, both around Wyoming and nationally for training and workshops, as well as be flexible in the evenings and weekends as events and training schedules require.
6. Ability to work professionally and effectively with the ability to establish and maintain effective, harmonious working relationships with co-workers, other agencies, governmental and public officials at all levels, the Board of Directors, and members.
7. Ability to work in a team environment.
8. Knowledge of the Department policies and procedures.
9. Knowledge of the principles of management and/or supervision.
10. Knowledge of the principles of strategic planning
11. Knowledge of the principles of public budgeting and budget administration.
12. Knowledge of the legislative process.
13. Understanding and adherence of WAM's missions and goals.
14. Superb oral and written skills and knowledge of proper grammar.
15. Highly organized and extremely detail-oriented; ability to work at a high level of accuracy and efficiency.
16. Skill and effective at working collaboratively with various groups.
17. Skill in reading, understanding, interpreting and applying relevant city, county, state and Federal statutes, rules, ordinances, codes, regulations, administrative orders, case law and other governing rules and regulations.
18. Skill in assessing and prioritizing multiple tasks, projects and demands.
19. Skill in working within deadlines to complete projects and assignments.
20. Skill in assessing, analyzing, identifying and implementing solutions to complex problems.

21. Skill in establishing and maintaining effective working relations with co-workers, other WAM employees, representatives from other city, county, state and/or Federal agencies, the news media, general public and/or others having business with WAM.
22. Skill in operating a personal computer utilizing a variety of software and operating systems/applications.
23. Extensive knowledge of office equipment (telephone, copier, scanner, AV equipment) including computers, printers and software (PowerPoint, Word, Google, Excel, Access, etc.).
24. Effective management of stress involving deadlines and workload.
25. Self-motivation in resolving problems but ask for help when needed.
26. Enthusiastic and positive demeanor, comfortable with open and direct communications, team oriented and have the ability to maintain confidentiality.