POSITION PROFILE

STRATEGIC COMMUNICATION COORDINATOR

APRIL 2023

WASHINGTON STATE UNIVERSITY
Hello.

We’re glad you’re interested in the position of Strategic Communication Coordinator in the Office of Strategy, Planning, and Analysis (OSPA) at Washington State University (WSU)!

This is an exciting time in our office as we help the university focus on and attain its goals. As stewards of the WSU system strategic plan, we empower the WSU community with strategic thinking, robust planning, and informed decision-making using institutional data and enhanced analytics.

We are seeking a motivated individual with exceptional communication skills to help us effectively communicate our vision and goals to stakeholders and the public. As a communicator on our strategic planning team, you will be play a vital role in developing and implementing communication strategies around our system strategic plan and important strategic initiatives.

We’re not just looking for great skillsets, as important as they are- we are also looking for a great colleague. We’re looking for someone who is ready to lean in, get creative, and work with us to overcome institutional challenges and implement solutions for years to come.

If you are looking for a challenging and rewarding role in a dynamic organization, we encourage you to apply for this exciting opportunity. We offer a competitive salary and benefits package, as well as opportunities for professional growth and development.

Thank you for considering this opportunity, and we look forward to hearing from you soon.

Go Cougs!

CHRISTINE HOYT
VICE PRESIDENT FOR STRATEGY, PLANNING, AND ANALYSIS
The Office of Strategy, Planning, and Analysis (OSPA) was formed to bring clarity and focus to strategy and planning at WSU. There are four main ways in which we support the WSU System:

**We support WSU System strategic planning.**
Our vision is for the system strategic plan to be alive and relevant for the entire WSU community. We facilitate strategic planning on a system-level.

**We assist units with their planning needs.**
In order to help planning become aligned and integrated throughout the WSU system, we support colleges, campuses, and units with their strategic planning efforts.

**We help use data to make decisions.**
To help WSU truly operate as a data-informed institution, we are a vital source of internal and external data analysis and insights, including stakeholder needs, for planning and decision making.

**We help align system priorities.**
We are working to improve system plan implementation in all its forms. Bringing alignment to major planning processes at WSU will help us more effectively reach our system goals and mission.

**OUR ENVISIONED FUTURE**

The system strategic plan will be alive and relevant for the entire WSU community.

WSU will benefit from a deep and robust culture of planning and informed decision making led by OSPA.

WSU will operate as a data-informed institution, and OSPA will be at the center.

OSPA will serve as a conduit, breaking down siloed thinking and acting.

WSU will be empowered with access to tools, guidance, and information for strategic planning, decision-making, and innovation.
The Strategic Communication Coordinator plays a critical role in supporting the development and execution of communication strategies for the Office of Strategy, Planning, and Analysis. Working alongside a strategic and creative team, the Strategic Communication Coordinator promotes WSU’s system strategic plan and other important initiatives. The position requires exceptional communication skills, as they are responsible for creating compelling and informative digital and print materials for intended audiences.

In this highly creative position, the Strategic Communication Coordinator is responsible for developing and producing a variety of communication materials. This includes work such as designing marketing collateral like flyers and brochures, crafting social media posts and advertisements, drafting press releases and stories, and coordinating events. Additionally, the Coordinator supports strategic planning processes for the university.

The Strategic Communication Coordinator will report to the Director of Strategic Planning and Communication. As a Strategic Communication Coordinator, the successful candidate will have the opportunity to empower the WSU community to reach its goals, while also developing their own professional skills and knowledge. The position is in Pullman, Washington, with occasional travel to other WSU campuses. The role offers flexibility with the schedule and a possible hybrid work model.

**Required Qualifications:**

- Bachelor’s degree in communications, public relations, marketing, or a related field.
- At least 2-3 years of professional experience in a communications, marketing, public relations, or a related role.
- Strong organizational skills with the ability to manage multiple projects simultaneously.
- Excellent written and verbal communication skills, with the ability to craft clear and compelling messages for diverse audiences.
- Strong attention to detail.
- Proficiency with the Adobe Creative Suite and strong understanding of design principles.
- Experience using Microsoft Office Suite applications including Word, Outlook, and PowerPoint programs.
- Experience with videography and script writing.
- Proven ability to write interesting, accessible copy about complex topics for a non-technical audience.
- Data visualization skills are a plus.
- Demonstrated ability to work well with others in a fast-paced team environment.
- High Tolerance for Change – the ability and willingness to work in WSU’s ever-changing and fast-paced environment to solve complex problems.
- Other duties as assigned.

**Preferred Qualifications:**

- Experience using digital communication channels such as social media, email marketing, and WordPress.
- Experience with videography and script writing.
- Proven ability to write interesting, accessible copy about complex topics for a non-technical audience.
- Data visualization skills are a plus.
- Demonstrated ability to work well with others in a fast-paced team environment.
- High Tolerance for Change – the ability and willingness to work in WSU’s ever-changing and fast-paced environment to solve complex problems.
- Other, Non-Essential (5%)
- Other duties as assigned.

**Additional Position Details**

- **Position Type:**
  - Permanent, FTE 100%
- **Employee Type:**
  - Administrative Professional
- **Position Term:**
  - 12 month
- **Monthly Salary:**
  - $4,509 - $5,667
  - In accordance with RCW 49.58.110, the above salary reflects the full salary range for this position. Individual placement within the range is based on the candidate’s current experience, education, skills, and abilities related to the position. Successful candidates typically begin up to mid-point of the salary range. For additional information, please review WSU’s Administrative Professional Compensation. WSU offers a comprehensive benefits package which includes paid sick and vacation leave; paid holidays; medical, dental, life and disability insurance package for employees and dependents; retirement; deferred compensation and optional supplemental retirement accounts. For additional information, please review the detailed Summary of Benefits offered by WSU for AP staff and Total Compensation.

**Application Instructions**

Candidates should submit their application through the the official job posting on the WSU HRS website: https://hrs.wsu.edu/jobs/

**Required Documents**

Applicants must upload the following documents to their online application:

- Cover Letter
- Resume
- Portfolio or sample of work

**Application Review**

- Screening will begin Monday, May 8, 2023 and will remain ongoing until the vacancy has been filled.
Take the next step of your career with WSU.

Washington State University is a public research university dedicated to improving lives by serving the public good. For more than 130 years, we have strived to unlock possibilities by empowering students, faculty, and others to create a world where all people can thrive.

Washington State University (WSU) offers a dynamic and inclusive community where you can thrive both personally and professionally. As a WSU employee, you will have access to world-class facilities, cutting-edge technology, and a supportive network of colleagues and mentors dedicated to helping you achieve your goals. Whether you're interested in teaching, research, or administrative work, WSU provides numerous opportunities for growth and advancement in a vibrant and welcoming environment.

WSU FAST FACTS

System Enrollment

<table>
<thead>
<tr>
<th></th>
<th>Spring 2022</th>
<th>Fall 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Students</td>
<td>27,202</td>
<td>27,539</td>
</tr>
<tr>
<td>Undergrad</td>
<td>21,842</td>
<td>22,642</td>
</tr>
<tr>
<td>Professional</td>
<td>1,245</td>
<td>1,150</td>
</tr>
<tr>
<td>Graduate/MBA</td>
<td>4,115</td>
<td>3,777</td>
</tr>
</tbody>
</table>

Enrollment by Campus: Fall 2022

<table>
<thead>
<tr>
<th>Campus</th>
<th>Undergrad</th>
<th>Professional</th>
<th>Classified</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pullman</td>
<td>17,827</td>
<td>213.6</td>
<td>1,430</td>
<td>19,490</td>
</tr>
<tr>
<td>Spokane</td>
<td>1,424</td>
<td>1,430</td>
<td>1,430</td>
<td>4,304</td>
</tr>
<tr>
<td>Tri-Cities</td>
<td>2,833</td>
<td>186</td>
<td>5,839</td>
<td>9,248</td>
</tr>
<tr>
<td>Vancouver</td>
<td>188</td>
<td>5,839</td>
<td>3,839</td>
<td>9,566</td>
</tr>
<tr>
<td>Everett</td>
<td>8.0</td>
<td>5,839</td>
<td>8.5</td>
<td>14.3</td>
</tr>
<tr>
<td>Global</td>
<td>54.0</td>
<td>2,833</td>
<td>697.1</td>
<td>3,534</td>
</tr>
<tr>
<td>Total</td>
<td>2046.0</td>
<td>2205.5</td>
<td>1940.8</td>
<td>6192.3</td>
</tr>
</tbody>
</table>

*Includes FTE for monthly appointments only **Administrative professional employees ***Administrative faculty and faculty teaching for Global Campus are reported in Pullman.

STANDING OUT IN THE CROWD:

WSU is designated an R1 institution with highest research activity. We also received the Community Engagement Classification by the Carnegie Foundation.

Employment by Campus: Fall 2022

<table>
<thead>
<tr>
<th>Campus</th>
<th>Faculty</th>
<th>AP/Coaches</th>
<th>Classified</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pullman</td>
<td>1774</td>
<td>1739.2</td>
<td>1546.0</td>
<td>4763.0</td>
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<tr>
<td>Spokane</td>
<td>275.1</td>
<td>213.6</td>
<td>203.4</td>
<td>692.1</td>
</tr>
<tr>
<td>Tri-Cities</td>
<td>97.0</td>
<td>101.7</td>
<td>101.7</td>
<td>200.3</td>
</tr>
<tr>
<td>Vancouver</td>
<td>188.0</td>
<td>85.8</td>
<td>92.8</td>
<td>366.6</td>
</tr>
<tr>
<td>Everett</td>
<td>8.0</td>
<td>5.8</td>
<td>8.5</td>
<td>22.3</td>
</tr>
<tr>
<td>Global</td>
<td>54.0</td>
<td>2,833.5</td>
<td>3,839.5</td>
<td>6,523</td>
</tr>
<tr>
<td>Total</td>
<td>2046.0</td>
<td>2205.5</td>
<td>1940.8</td>
<td>6192.3</td>
</tr>
</tbody>
</table>

MORE INFORMATION

Additional metrics and reports can be found on the Institutional Research website.
Remember the iconic Windows background? That's what our backyard looks like.

WSU Pullman is located in the heart of the Palouse, a hidden gem in Washington and Idaho with one of the most unique landscapes in the northwest.

Many communities make up the area which WSU’s flagship campus calls home. Pullman, WA, and Moscow, ID are just minutes apart and offer a vibrant atmosphere with a range of cultural events, a strong food scene, and a rich history. Surrounding communities such as Colfax, Palouse, Genesee, Uniontown, and Potlatch provide small-town living opportunities while bringing energy and vitality to the area.

Outdoor enthusiasts can enjoy hiking, biking, skiing, and other recreational activities in the nearby mountains and forests.

Fun facts about the area

- Pullman is home to the largest Lentil Festival in the world, which is held every August and celebrates the city’s agricultural heritage and the humble lentil.
- The WSU Creamery, located on the university campus, is famous for producing a variety of award-winning cheeses, ice cream, and other dairy products that are sold both locally and online.
- Pullman is located near the Idaho border, and Moscow, Idaho (home of the University of Idaho) is only a short drive away, making it easy to explore two different college towns in one day.
- Pullman’s name is derived from the name of its founder, George Pullman, who was a railroad car manufacturer and industrialist.
- Pullman is located in Whitman County, which is the largest wheat-producing county in the United States.
- The city is home to the Palouse Discovery Science Center, a hands-on museum for children and families that features interactive exhibits and educational programs.
- The cities of Pullman and Moscow boast a lively and dynamic arts and cultural scene, with numerous galleries, theaters, and music venues showcasing local and regional talent.
- Pullman and Moscow are known for their local restaurants and breweries, which serve up a variety of delicious cuisine and craft beers made with locally sourced ingredients.
- Moscow is home to the Camas Prairie Railroad, a scenic railway that runs through the Palouse region and offers stunning views of the landscape.

More information can be found on the Visit Pullman website.
WASHINGTON STATE UNIVERSITY IS AN EQUAL OPPORTUNITY/AFIRMATIVE ACTION EDUCATOR AND EMPLOYER. Members of ethnic minorities, women, special disabled veterans, veterans of the Vietnam-era, recently separated veterans, and other protected veteran, persons of disability and/or persons age 40 and over are encouraged to apply.

WSU employs only U.S. citizens and lawfully authorized non-U.S. citizens. All new employees must show employment eligibility verification as required by the U.S. Citizenship and Immigration Services.

WSU is committed to providing access and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities. To request disability accommodation in the application process, contact Human Resource Services: 509-335-4521 (v), Washington State TDD Relay Service: Voice Callers: 1-800-833-6384; TDD Callers: 1-800-833-6388, 509-335-1259(f), or hrs@wsu.edu.

**ADDITIONAL INFORMATION**

- **Office of Strategy, Planning, and Analysis**  
  [https://strategy.wsu.edu](https://strategy.wsu.edu)

- **WSU Strategic Plan**  
  [https://strategicplan.wsu.edu](https://strategicplan.wsu.edu)

- **About Washington State University**  
  [https://wsu.edu/about/](https://wsu.edu/about/)

- **WSU Benefits**  
  [https://hrs.wsu.edu/employees/benefits/](https://hrs.wsu.edu/employees/benefits/)