



# WERA

Washington Educational  
Research Association

Linking Research, Data, and Assessment to Impact Policy and Practice

## Washington Educational Research Association Member Communication Specialist

### A. GENERAL DESCRIPTION:

The WERA Member Communication Specialist works in close coordination with the WERA board and Executive Secretary to bolster member engagement, manage social media platforms, plan and host both virtual and in person events, and provide general support to WERA members.

The WERA Member Communication Specialist will manage the marketing and logistics for multiple virtual and in person professional development events for WERA members. The frequency and type of events will fluctuate based on local health guidelines and member priorities. Duties may include: speaker coordination, media, registration, sponsor arrangements, event programs, and other details as directed by the Executive Secretary, conference committee and/or Board President.

The WERA Member Communication Specialist may assist the Executive Secretary in board operations by taking minutes, preparing agendas, tracking project plans and other related tasks.

The WERA Member Communication Specialist will operate as an independent contractor. Candidates must be located in Washington State and should have working knowledge or a strong interest in the field of education.

The Member Communication Specialist will be contracted for approximately 5-20 hours per month with flexibility and fluctuation based on the cadence of WERA activities. Compensation will be between \$25-\$35 per hour depending on experience and availability.

### B. RESPONSIBILITIES

1. Work with the Board President and the Executive Secretary to advance the work of WERA and support WERA members.
2. Develop and implement an outreach strategy aimed at increasing WERA membership.
3. Prepare correspondence and support publication of WERA materials, newsletters, journals, and other WERA communications. Edit and post information to the WERA web site ([www.wera-web.org](http://www.wera-web.org)).
4. Event Management.
  - ✓ Assist the Executive Secretary with the on-line conference registration process and billing;
  - ✓ Assist the Executive Secretary with the preparation of event programs, and other materials for each attendee;
  - ✓ Promote events through the WERA website, and social media;
  - ✓ Assist the Executive Secretary with STARS (early learning) and Clock Hours (K-12) for participants at all conferences and other professional development activities.
  - ✓ Program and publicize post-event evaluations/satisfaction surveys;
  - ✓ Manage other conference planning details as directed by the Executive Secretary, conference committee chair, and/or Board President.

5. Assist the Executive Secretary with the logistics/setup, minutes, and general support to Board members at face-to-face and virtual meetings scheduled on approximately 16 days during the contract year.
6. Assist the Executive Secretary in scheduling and providing logistical support including taking minutes, and tracking deadlines/assignments for all subcommittee work.
7. Successfully complete other duties that are mutually agreed upon and within the scope of this contract.

### **C. DESIRABLE KNOWLEDGE AND SKILLS**

1. Demonstrates strong communication skills, both written and oral. Relates and communicates effectively with others.
2. Has proven experience fostering engagement through social media platforms
3. Demonstrates experience developing marketing materials using programs like CANVA, Adobe Spark, or Visme.
4. Demonstrates high level skills with software including Microsoft Word, Excel, Outlook, Publisher, PowerPoint
5. Demonstrated experience in hosting meetings and webinars using platforms like Zoom.
6. Experience in conference planning and management
7. Demonstrates problem solving and customer service orientation.
8. Strong ability to collaborate with a range of stakeholders, including educators, vendors and state government.
9. Exceptionally well organized with an attention to detail.
10. Ability to anticipate needs and flexibility to respond to changes as they arise.
11. Understands and carries out oral and written directions efficiently and effectively.
12. Exercises pleasant and tactful telephone conversations and other effective public relations skills.
13. Exercises confidentiality and displays integrity.

### **Application Process:**

Please submit your resume and a brief cover letter to [veraoffice@gmail.com](mailto:veraoffice@gmail.com). Please put "Member Communication Specialist Application" in the subject line.

WERA will begin reviewing applications on July 1, 2022.