



1501 Midwestern Pkwy, Suite 101  
Wichita Falls, Texas 76302  
Phone: (940) 767-1432 Fax: (940) 322-2683  
Email: [ntxboard@ntxworksolutions.org](mailto:ntxboard@ntxworksolutions.org)  
Website: [www.ntxworksolutions.org](http://www.ntxworksolutions.org)

Job Title: **Community Engagement Specialist**

Classification: **Full-time**

FLSA Status: **Non-exempt**

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#### **DESCRIPTION:**

Under the supervision of the Business and Outreach Manager, the Community Engagement Specialist is responsible for supporting and executing a broad range of public relations, marketing, communications, outreach, leadership, advocacy, and organizational excellence. In addition to support of the organization, this position will be responsible for online public relations initiatives including graphic design, digital content, web campaigns, and social media relations. Independent judgment is required to plan, prioritize, and organize diversified workload and to recommend changes in office practices and procedures as needed.

#### **ESSENTIAL DUTIES AND RESPONSIBILITIES MAY INCLUDE BUT ARE NOT LIMITED TO:**

- Assist in development and execution of community engagement and outreach strategies—including but not limited to digital marketing to increase brand awareness and engagement.
- Create high-quality graphic designs, concepts and layout of art/content and related aesthetic concepts, and digital content for traditional and new media.
- Curate content for publication in social media, news media, quarterly newsletters, and annual reports to stakeholders. Coordinate publication strategies with other team members.
- Create and edit press releases and media talking points for distribution to media outlets and stakeholders.
- Coordinate and assist in the planning of press events, special events, and other administrative duties.
- Create graphic ads for event promotion.
- Create and/or edit mass-distributed graphics and messages from other departments to ensure compliance with branding and communication standards.
- Update and maintain content on the company website.
- Participate in planning committees for Workforce-sponsored events.
- Participate in other committees as assigned for unified community engagement effort.
- Video production including curating content, recording, editing, and publishing to online platforms (YouTube, e.g.) experience preferred.
- Procurement of outreach materials including request for quotes, documentation, and order processing.
- Other duties as assigned



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## **SKILLS/QUALIFICATIONS:**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

### **Education**

- Bachelor's degree from an accredited college or university in a related field preferred plus one year work-related experience.
- -or- Associate degree from an accredited college in a related field and 3 years work-related experience.
- -or- High School Diploma or equivalent and 5+ years related work experience.
- Extensive hands-on experience using WordPress, Photoshop, Publisher, and/or other related industry-recognized web and design software.
- Extensive hands-on experience using internet applications such as Google Analytics, WordPress, e.g. and social media platforms: Facebook, Twitter, Instagram, LinkedIn, and YouTube.

### **Language**

- Excellent verbal and written communication skills
- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations.
- Ability to write reports, business correspondence, and procedure manuals.
- Ability to effectively present information and respond to questions from group of managers, clients, customers, and the general public.

### **Mathematical Skills**

- Ability to comprehend and apply principles of modern algebra and statistical theory.

### **Reasoning Ability**

- Ability to establish goals and objectives in an organized manner.
- Keen sense of urgency and commitment to excellence with the ability to prioritize and handle multiple projects simultaneously.
- Self-starter, willing to work independently yet take direction openly.
- Flexible and responsive to the changing needs of the business and of the communities we serve.



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### **Other Skills & Abilities**

- Demonstrated customer service skills, problem solving, and critical thinking skills.
- Demonstrated computer skills, with experience using Microsoft Office Suite including PowerPoint, Publisher, Word, and Excel, and other database software.
- Basic Graphic Design, Public Information, and/or Marketing strategy and reporting strongly preferred.
- Knowledge of and execution of social media campaigns (including Facebook, Twitter LinkedIn, Instagram, YouTube, Vimeo and emerging platforms) growing fan base and customer engagement. Integrate social media campaigns within all related marketing communications.
- Create and develop website graphic art, content and printed collateral that builds our brand and increases awareness. Measure the effectiveness of marketing programs using analytics tools, effectively monitor, track and report results on all social media platforms.
- Exceptional capacity for critical analytical/critical thinking, organizational skills, project planning and working to meet specific timelines and deliverables.
- Outstanding communication (oral, written and interpersonal) skills and the ability to confidently communicate progress to the leadership team often and well.
- An entrepreneurial spirit, good team player and the ability to initiate creative ideas with good leadership qualities.

### **COMPANY OVERVIEW:**

Workforce Solutions is led by a local board consisting of 29 volunteer members, a majority of which come from private industry. It is part of a statewide system of local boards which set policy and oversee expenditures of funds in their individual areas. These boards are non-profit and receive funding from the U.S. Department of Labor through the Texas Workforce Commission.

Dedicated to helping Texas employers and job seekers succeed, Workforce Solutions North Texas provides services to employers and job seekers in the following counties: Archer, Baylor, Clay, Cottle, Foard, Hardeman, Jack, Montague, Wichita, Wilbarger and Young. Its mission is to place North Texans in jobs and to equip workers with skills that foster economic development.

### **BENEFIT PLANS:**

- Health Insurance (with no cost options for employee only plans)
- Generous Paid Time Off
- Retirement Plan with Employer Match
- Dental
- Vision
- Life Insurance
- Short- and Long-Term Disability



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## TO APPLY

Submit completed application package to: [kendra.ball@ntxworksolutions.org](mailto:kendra.ball@ntxworksolutions.org)

Email Subject line: [Your Name] Application for Community Engagement Specialist Position

A complete application package must contain all three of the following elements:

1. Resume and Letter of Application
2. Salary Requirements
3. Sample(s) of your work (both writing sample and graphic sample preferred).
  - Examples of a writing sample:
    - Press Release
    - Email (please shield any proprietary or personal information)
    - Screenshot of social media post
    - Other
  - Examples of a graphic sample:
    - Flyer, brochure, etc.
    - Logo
    - Screenshot of a social media post
    - Other

***Information contained in resumes and letters of application is subject to verification by Workforce Solutions North Texas. Workforce Solutions North Texas is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities. Relay Texas: (800)735-2989 (TDD) or (800)735-2988(Voice) or 711***