



Grants/Marketing Manager Westmoreland-Fayette Workforce Investment Board | Youngwood, PA

Summary

The Westmoreland-Fayette Workforce Investment Board (WFWIB) is the leader in regional workforce development activities in the Westmoreland-Fayette County area. Through innovative programming and strategic initiatives, the WFWIB assists individuals in obtaining the skills needed for today's workforce and helps local employers retrain, hire, and retain skilled workers.

The Grants/Marketing Manager will work closely with the Executive Director to research, develop, and oversee grant and marketing efforts. The Grants/Marketing Manager will ensure that marketing efforts are data driven, innovative, and engage audiences to help spread the awareness and brand of the WFWIB. Additionally, this individual will be able to comprehensively write and develop program proposals and request to proposals (RFPs), while also researching applicable funding opportunities. This position is responsible for all marketing efforts, collaborating with internal staff to write grants, and assisting with other operations as needed. This is a full-time position.

Duties & Responsibilities

- **Social Media Management**
 - Create social media posts and updates
 - Maintain and grow engagement on social media platforms
 - Create and develop social media campaigns
 - Coordinate and collaborate with partners on program updates and campaigns
 - Create and follow a social media posting schedule
- **Website Development**
 - Maintain and update website pages, documents, and events
 - Collect and post testimonials and success stories to webpages
- **Development Activities**
 - Research and develop the WFWIB's Regional and Local Plan when applicable
 - Research and develop the WFWIB proposals in identified funding sources
 - Conduct field investigations, economic, or public opinion surveys, demographic studies, or other research to gather required information
 - Compiles, organizes, and analyzes data on economic, labor market, and workforce development issues
 - Prepare project reports for management
 - Review project proposals or plans to ascertain time frame and funding limitations with recommendations to management
 - Drafts planning documents to meet requirements of funding sources
 - Research literature and competitive grant solicitations to fill gaps in local resources
 - Assist in special projects or assignments as directed

- Develop and write request for proposals (RFPS) with assistance from other staff members
- Establish linkages between staff/federal government, public, and private organizations to develop sustainable funding opportunities
- **Communication**
 - Recommends and implements the elements of the organization's communication program
 - Responsible for working with media
 - Develop and create newsletters and annual reports
 - Write press releases for Workforce Development updates and WFWIB events/operation
 - Accurately prepare all letters, memos, reports, and other correspondences as needed
 - Create and maintain email lists of stakeholders that documents, reports, and updates are shared with on a regularly basis

Required Skills

- Professional interpersonal, comprehension, verbal communication, and written communication skills are required
- Highly adept at working independently, prioritizing work, staying organized, and multi-tasking
- Excellent computer, phone, and Office 365 skills, including Teams and Zoom
- Professional analytical, critical thinking, and problem-solving skills
- Excellent writing skills
- Excellent understanding of social media networks (Facebook, Instagram, LinkedIn, Twitter, etc.)
- Creative thinking for social media campaign and engagement efforts
- Proficient familiarity with the WFWIB and its programs and ability to effectively communicate its vision, mission, values, and brand
- Ability to craft relationships with program providers and partners to collect essential information that will be useful for sharing program success to public
- Ability to work professionally and confidentially with diverse populations
- Possess a valid driver's license and ability to travel within two county areas and Commonwealth of PA

Required Experience

- Liberal Arts or Bachelor's Degree in Marketing, Business or a related field from an accredited college or university is preferred, or equivalent combination of education, training and experience.

Salary & Benefits

- Position Level: D
- Expected Salary Range: \$47,704 - \$58,000 (Salary is commensurate with experience)
- Excellent benefit package, including medical, prescription, dental, vision and more
- A hybrid position, with a mixture of remote and in-office attendance. Office Location: Youngwood, PA

How to Apply

- Please submit your cover letter and resume to WFWIB Executive Assistant Michele Aston at maston@westfaywib.org

The Westmoreland-Fayette Workforce Investment Board is an equal opportunity employer/program. Equal Opportunity, Diversity, and Inclusion: The Westmoreland-Fayette Workforce Investment Board (WFWIB) is committed to treating every individual, family, employee, and applicant with dignity, respect and compassion regardless of a person's sex, ancestry, national origin, race, color, age, religion, disability, military or veteran status, sexual orientation, gender identity/gender expression, genetic information, or social, economic or political affiliation. Compassion, trust, and mutual respect are at the core of our commitment to diversity and inclusion. The WFWIB fosters and promotes an inclusive environment that leverages the unique contributions of diverse individuals and organizations in all aspects of our work. We know that by bringing diverse individuals and viewpoints together we can collectively and more effectively create opportunities for a better life for the individuals we support.

Auxiliary aids and services are available upon request to individuals with disabilities.