



FULL TIME POSITION OPENING

Pacific Northwest Economic Region (PNWER)

Community Engagement & Communications Manager

Please note: PNWER's hybrid workplace requires in-person office work in Seattle for at least two days per week. Candidates located outside the greater Puget Sound region are encouraged to review this requirement before applying.

Brief Description:

PNWER seeks qualified candidates for a Community Engagement and Communications full time position starting October 2, 2023. This is a marketing and communications-based role with a primary focus to work at the intersection of transportation and energy policy on electrification (EVs), freight decarbonization, clean energy, smart transportation systems, infrastructure development and more.

You will be responsible for maintaining existing relationships and building new ones with a broad set of stakeholders that include state legislators, local policy makers, rural and urban communities across the Pacific Northwest, Tribal nations, infrastructure finance experts, and transportation and energy industry representatives, including trucking companies, original equipment manufacturers, utilities, etc. Identifying equitable and accessible engagement strategies will be a key component of this role.

You'll work with a highly knowledgeable and collaborative team on projects that are relevant to Washington, Oregon, Idaho, Alaska, Montana, and beyond!

Minimum Qualifications:

- Bachelor degree or equivalent experience required
- Minimum 2-5 years of professional experience
- Exceptional writing skills (ability to provide writing samples upon request)
- Excellent oral and written communications skills, confidence to work with high-level legislators and business leaders

Preferred Qualifications:

- Proven skills in writing, narrative storytelling, and creating engaging content
- Demonstrated experience writing newsletters and website content on schedule and deadline
- Demonstrated skills in social media content creation and management and social channel metrics - experience growing a social media following, a plus
- Excellent attention to detail, copy editing, and writing skills
- Independent self-starter (much of the work will be completed remotely)
- Graphic design experience (preferred)
- Video editing experience (preferred)

- Media relations experience is a plus
- Be seen as neutral, non-partisan, and apolitical (frequently required to facilitate discussions and work with all political parties and philosophies)
- Knowledge or experience with any of the following: Microsoft Office, Google Suite, Constant Contact, Weebly, Cvent, Whova, Zoom, Clicktime, Adobe Creative Suite (In-Design, Photoshop, Publisher), Canva
- Experience in transportation, infrastructure, and/or finance sectors is a plus

About the PNWER Regional Infrastructure Accelerator (RIA):

The Pacific NorthWest Economic Region (PNWER) is a statutory public-private non-profit that addresses a broad range of topics and issues that affect our cross-border economy, security, and environment. This truly unique non-profit is the only regional planning and facilitation organization set up in statute by five states, three provinces, and two territories to deal with trans-boundary policy and planning. PNWER works to increase the economic well-being and quality of life for all citizens of the region by coordinating provincial and state policies, identifying and promoting “models of success,” and serving as a conduit to exchange information. PNWER is based in Seattle, Washington, and is located on the waterfront in the World Trade Center.

The PNWER Regional Infrastructure Accelerator ([RIA](#)) is a program building on a U.S. Department of Transportation demonstration grant through the Build America Bureau. The PNWER RIA leverages Public-Private Partnership (P3) best practices from PNWER's Canadian jurisdictions including the Asia Pacific Gateway & Trade Corridor Initiative. The program helps identify state and federal funding, innovative financing opportunities, and Public-Private Partnerships (P3s) to accelerate the delivery of transportation projects with region-wide benefits that...

- Ease Supply Chain Disruptions
- Reduce Transportation-Related Pollution
- Increase Community Safety, Economic & Environmental Justice

Convenes Partners

The PNWER RIA convenes public and private stakeholders to explore corridor-wide solutions for infrastructure problems, and to develop community and regional support necessary to advance priority projects for the benefit of local communities and the region. Convening and coordinating with public and private sector stakeholders can improve economic outcomes for the Pacific Northwest, reduce transportation-related CO2 emissions, and increase environmental justice for historically underserved communities.

Assists in Understanding Opportunities

The PNWER RIA helps communities understand the broad variety of funding and financing options available to get projects over the finish line. Although state and federal grants are an important tool for project completion, U.S. DOT innovative financing solutions including the TIFIA, RRIF, and PAB programs are currently under-utilized. The PNWER RIA works to increase the awareness and understanding of these federal financing resources, and to identify revenue sources necessary to use these programs.

About the Job:

We are looking to expand our team with an experienced marketing and communications professional to assist with outreach and communications to key partners from across the region. The primary focus will involve marketing, outreach and communications for PNWER's RIA program area, and build on the goals outlined above. More information about the RIA is available here: www.rianorthwest.org

Our ideal candidate is curious, driven, organized, a self-starter, and good at multitasking. You'll be working on a wide range of issues including the equitable transition to zero emission drayage trucks, developing networks of zero emission commercial refueling networks, rural train safety, passenger rail expansion in the Pacific Northwest, and more. Background interest in these areas is a bonus, but not required. You will work closely with several PNWER team members to conduct research, community outreach, data analysis, and organize virtual and in-person events.

Ideal candidates will be highly organized, keenly attentive to detail and accuracy, and independent thinkers capable of working with a small team.

Responsibilities:*Media & Key Partner Relationships Management: (40%)*

- Maintain and grow interpersonal relationships with key partners from industry, government and community groups across the Pacific Northwest through consistent digital and in-person engagement and outreach activities
- Maintain accurate and complete communications data on all platforms, such as email lists and mailing lists
- Assist with management of asset library, including multi-media (video, photography), stories, testimonials, and documents/collateral
- Write press releases and op-eds and maintain database of media contacts
- Help monitor national, state, and local press for relevant stories and earned media mentions.
- Arrange for photos/interviews at PNWER events and projects with key executive committee & delegate council members, private sector partners and other supporters.
- Respond to public questions and information requests via email, phone and social media.
- Assist with creating written materials and visual presentations for a variety of meetings, programs and legislative capital visits; including thank you letters, presentations, proposals, and other materials while maintaining a cohesive message.

Content Development: (40%)

- Write, curate and suggest compelling content for our newsletters and blog posts about PNWER RIA events, initiatives, and activities.
- Partner with team members to effectively promote programs and events through various online and offline channels.
- Assist with website maintenance, including updating and refreshing content, and adding video and photographs, and announcements and stories
- Develop collateral materials and written content for a variety of initiatives, including the website, quarterly newsletters, fliers, brochures, and the annual report using Canva and/or Adobe Suite

- Attend a variety of in-person events and activities to capture photographs, video and stories to create content and materials that highlight program impact and can be utilized by staff across the organization

Marketing Strategy: (20%)

- Execute digital marketing to build awareness of RIA and ongoing initiatives. This includes growing our newsletter audience, engaging stakeholders, and supporting outreach to board members, sponsors and other key partners in their efforts to communicate with partners.
- Oversee branding and messaging consistency across all platforms, channels and programs through an overall PNWER RIA brand package
- Create and post digital, social media, and video content highlight PNWER RIA activities
- Manage social media channels including taking photos, developing copy, and creating, scheduling and publishing content

This position involves but is not limited to:

- Developing online content, social media promotion and other electronic newsletters
- Assist with managing stakeholder contacts and managing outreach on various projects and initiatives
- Conducting interviews with stakeholder groups and analyzing data outcomes
- Develop internal policy communications involving program staff and consultants
- Monitor state and federal transportation and infrastructure policies that may pertain to the RIA and its operations
- Promote events, workshop, engagement opportunities to a diverse set of stakeholders

Terms: Full-Time 40 hours per week with benefits including, 401k retirement match, full health and dental coverage, generous vacation and holiday time off. Starting salary range is \$5,416 - \$6,250 per month depending on experience.

How To Apply: Email cover letter and resume to employment@pnwer.org. Please direct all questions to the employment@pnwer.org email. For more information about PNWER, please see www.pnwer.org.

DEADLINE: September 17, 2023

PNWER is an equal opportunity employer and will not discriminate against any employee, contractor or applicant on the basis of age, color, disability, gender, national origin, race, religion, sexual orientation, veteran status, or any classification protected by federal, state, or local law.