Communications Associate

The WV Community Development Hub (The Hub) is seeking a Communications Associate to advance our work in building a narrative about West Virginia that shows that change is possible and it is happening today. The ideal candidate will be passionate about West Virginia, community transformation, and the ability to use communications as a tool to amplify positive stories and motivate others to make positive change in their own communities.

Who We Are

The Hub is a statewide nonprofit organization that works directly with dozens of towns, cities and community teams each year, maintains a network of thousands of engaged readers across our multiple communications platforms, and uses our communications to strategically position the community development efforts of West Virginia communities and organizations as an innovative and leading approach on regional and national stages.

Hallmarks of The Hub's work are to spur on fresh momentum where little exists; to unite the forces of groups that have not considered - or even resisted - collaboration in the past; and to champion new, and sometimes unexpected, leaders. Learn more about our work at www.wvhub.org.

It is the job of the communications team at The Hub to tell the stories of transformational impacts coming out of this work.

What You’ll Do

The Communications Associate reports to the Director of Strategic Communications and works alongside staff members leading programs across the organization, community members participating in programs, and partner organizations. You are responsible for the following:

- You will produce the organization's weekly e-newsletter (Mailchimp), maintain social media accounts (Facebook, Instagram, and Twitter), update the organization's website (Wordpress/Elementor), and maintain a communications calendar to support these activities
- You will create content for communications campaigns and activities happening in The Hub's programs such as writing stories, case studies, and reports as well as capturing and editing multimedia elements like photos, audio, and videos
● You will design promotional materials to support the organization and programs (Canva and/or Adobe Creative Suite)
● You will proactively build relationships with staff members, community members, and leaders at partner organizations to surface new story ideas as well as produce stories on your own and/or support others in producing their own stories
● You will support the Director of Communications in positioning the organization as a thought leader in the rural community development field
● You will support the Director of Communications in tracking the impact of communications activities

Who You Are & Keys to Success (the must-haves)

To be successful in this job, you will excel in five areas:

1. Relationship-building: You develop and maintain strong, collaborative working relationships with a diverse group of people. You have a sensitivity to being in the role of a storyteller in support of rural residents who represent a wide range of backgrounds and interests.
2. Drive to achieve results: You have a track record of accomplishing goals and getting results even when there are obstacles. You regularly initiate new work or projects in response to opportunities. You are able to pivot plans in response to challenges and competing priorities. You set a high bar and meet it.
3. Inclusive leadership: You approach leadership with a mindset of "power with" rather than "power over" and regularly include others in decision-making. You seek out those who have experience to guide, advise, and plan how you approach the work.
4. Setting and managing priorities: You have experience managing multiple tasks and competing demands of your time, and are able to build your own systems to keep tasks from slipping through the cracks.
5. Commitment to equity: You recognize the role of race, income, age, and other identities in addressing disparities, and you consistently amplify community voices to showcase the diversity of West Virginia communities and leaders. You recognize how your own identities show up in the work, and welcome, reflect on, and act on feedback with an eye toward continuous learning about race, ability, and other lines of difference.

If you were here right now, you would be:

● Planning the next round of multimedia community case studies for our Redefined West Virginia storytelling campaign
● Supporting us in promoting upcoming events that create new pathways to build communities and economies in West Virginia, such as the 2021 WV POWER Summit
● Producing inspiring stories about West Virginians who are making a difference in their communities for promotion on our website blog, email, and social media accounts
● Building connections with residents and professionals who are creating a brighter future in West Virginia

What Else You Should Know

The salary for this position will be negotiated with the applicant and will be based on qualifications and experience. The expected starting salary will be between $33,000 - 42,000.

This position is full-time. Currently, this position is entirely remote in accordance with The Hub's COVID-related policies. Once staff return to working in person, this position is expected to be based out of The Hub's Charleston WV office. Permanent remote placement may be considered for exceptional candidates.

Limited travel is expected for this position. All travel expenses are reimbursable and travel may often be done in coordination with other Hub staff. Willingness to travel and work flexible hours is required for this position. All travel will be done in accordance with Hub COVID-related travel policies.

The Hub is an equal opportunity employer.

We are actively seeking to recruit diverse candidates to this position that enable The Hub to accurately represent the diversity of West Virginia communities. We are seeking candidates that demonstrate diversity of perspective, experience and culture. We strongly encourage applications from Black, Indigenous and People of Color applicants as well as any applicants who are historically underrepresented in roles like this.

We strongly encourage applications from people who have a passion for this work, even if their professional experience does not align perfectly with the expectations listed. The Hub has a generous support system that includes a mix of paid professional development opportunities as well as training and support from fellow staff members.

How to Apply
Applications are due by November 12th and should be submitted via email to k.loudin@wvhub.org with the subject line “Communications Associate Application” and the following documents attached:

- Cover letter explaining your interest in this position and your relevant skills, expertise and experience.
- Resume
- 3 samples of work
- 3 professional references

Guidance on work samples: Please include a mix of creative content - written, graphic, audio, video, etc. If you have more than one file to send, please combine them as links in a PDF document or into 1 folder using a service like Google Drive or Dropbox.

Hiring Process

All applicants will be notified by Nov. 16th if they are being considered for an interview. Initial interviews are expected to be held between Nov 17 - 24th, and final interviews will be completed by December 3rd. This position is expected to start in January 2022.