HSU Sponsored Programs Foundation
Job Announcement
This is not a state or federal position

Job Title: Communications Specialist
Location: Eureka, CA
Hours: 30-40 hours/week, 12 months/year
Wage: $19 - $28 per hour, depending on experience
Project Name: Northern California Small Business Development Center (Norcal SBDC)
Supervisor: Norcal SBDC Marketing Director

GENERAL INFORMATION
The Norcal SBDC is part of Humboldt State University’s Sponsored Programs Foundation. The Lead Center (headquarters) of Norcal SBDC is located in Eureka, CA. The program serves the business community in 36 northern California counties with non-credit education and consulting. Funding for this program comes from the federal Small Business Administration (SBA), and the California Governor’s Office of Economic Development (GO-Biz). Humboldt State University has hosted the SBDC program since January 2006.

The Communications Specialist position is an hourly, 12-month position that works 30-40 hours/week. The job offers a competitive benefits package including group health, dental, and vision. While continuation of this position is foreseen for years to come, all Norcal SBDC positions are contingent on continued federal and state funding. This is not a state or federal position.

POSITION SUMMARY
Under the general supervision of the Marketing Director, the Communications Specialist is responsible for promoting the SBDC brand and ensuring our clients, partners and stakeholders stay in touch with our network updates. This position will oversee development and delivery of social media, online communications, email newsletters, and other electronic communications. The Communications Specialist will also write copy/content for the Norcal SBDC websites, and handle a good deal of verbal communications and updates with partners and stakeholders, including some media interaction. The ideal candidate will be someone who can multi-task, work in a fast-paced environment and who is excellent at written and verbal communications.

ESSENTIAL FUNCTIONS & RESPONSIBILITIES
● Build, maintain and monitor communications with clients, partners, and small business communities.
● Interact with SBDC internal and external partners, media, legislative contacts and other stakeholders.
● Collaborate with the marketing team to create and disseminate marketing materials, both textual and image-based
● Assist with client success stories, releases, websites, and public-facing content
● A/B Testing various subject lines and content types
● Create weekly e-newsletters for clients
● Manage the networks email and social communications
● Develop and deploy content on social media platforms including Linkedin, Facebook and Twitter.
● Create occasional press releases
● Report the impact generated through email marketing campaigns.
● Ensure all email and social campaigns comply with current email best practice in the industry and meet compliance requirements.

PREFERRED QUALIFICATIONS
● Excellent written communication and copywriting skills
● Excellent verbal communication skills—a “People Person”
● Organized project management skills
● Marketing savvy—they must know what language will resonate with an audience
● Attention to detail—to be certain there are no mistakes in the copy
● Understands the “Art of the Inbox”—skilled email storyteller. Click Creator
● Understanding of a variety of analytical tools
● Ability to interpret and make strategic improvements using data analytics
● Understanding best practices or industry-related compliance laws
● Knowledge of SEO and how it applies to content marketing

MINIMUM QUALIFICATIONS
● AA or Bachelor Degree preferred from an accredited university or the equivalent in 4 years or more of sufficient and progressively responsible communication/marketing experience.
● Must possess a California drivers’ license.

APPLICATION PROCEDURE:
Qualified applicants should submit the following items via email to Chase Kerrigan at cck24@humboldt.edu.
1. A complete HSU application, downloaded from: https://forms.humboldt.edu/hsu-employment-application
2. Cover letter
3. Résumé
4. Three professional reference contacts

Application Review Date: 4/16/2020, position is open until filled.

Humboldt State University Sponsored Programs Foundation is an Affirmative Action/Equal Opportunity Employer. We consider qualified applicants for employment without regard to
race, religion, color, national origin, ancestry, age, sex, gender, gender identity, gender expression, sexual orientation, genetic information, medical condition, disability, marital status, protected veteran status, or any other legally protected status. More information about HSU SPF’s Equal Employment Opportunity hiring is located here: https://research.humboldt.edu/employment/hiring/recruitment

For assistance with the application process, please submit an Accommodation Request Form that can be found here: https://forms.humboldt.edu/spf-accomodation-request-form or call the SPF Interim Compliance Support Coordinator at 707-826-5159.