



Each Child. Every Community. Ready for School and Life

**Job Description**  
**Wake County Smart Start**

<b>Job Title:</b>	Public Awareness and Communications Manager	<b>Reports To:</b>	Director of Strategy and Impact
<b>Classification:</b>	Exempt	<b>Department:</b>	Systems Improvement and Public Engagement (SIPE)
<b>Effective Date:</b>	7/01/2025	<b>Salary Grade:</b>	8
<b>Approved By:</b>	<div><div>DocuSigned by:</div><div><i>Gayle E. Headen</i></div><div>5BF50AE6E1714A6...</div></div>	<b>Job Family:</b>	Professionals
<b>Date:</b>	6/26/2025   9:56 AM EDT		

**Position Summary**

The Public Awareness and Communications Manager is responsible for the development and management of WCSS’s public awareness and communications work, aligned with the Strategic Plan, to advance agency mission.

**Essential Duties and Responsibilities**

The major areas of focus for this position include the following. Other duties may be assigned:

- ❖ Developing and maintaining agency brand
- ❖ Developing and implementing strategic communication and marketing plans
- ❖ Collaborating on internal communications and marketing needs
- ❖ Administering of agency’s communication platforms and website
- ❖ Monitoring and analyzing communication effectiveness, adjusting strategies as needed based on data and feedback

**Developing and maintaining agency brand**

- Develop, implement and maintain agency Brand and Style Guides
- Lead and develop design projects using platforms such as Adobe Creative Suite, Canva, and other design software
- Create, write, and edit engaging and informative content for various platforms, including press releases, news articles, newsletters, reports, brochures, websites, blogs, and social media posts
- Act as liaison to vendors related to communications and marketing
- Ensure consistency in messaging, brand voice, and visual identity across all communication materials including creating templates for internal staff
- Proof and ensure quality compliance of widely distributed materials and presentations
- Foster brand alignment with agency style guide through trainings and resources
- Oversee the production of multimedia content (e.g., videos, infographics, presentations)

### **Developing and implementing strategic communications and marketing plans**

- Identify and develop stories/messages that underscore the value of early childhood programs and WCSS's role
- Develop/implement public awareness, marketing, and crisis communication plans informed by the Strategic, Advancement, and Outreach Plans
- Develop/manage the distribution of monthly agency newsletters and special alerts, maximizing distribution
- Lead development and distribution of annual and impact reports in collaboration with the Leadership Team and staff
- Coordinate and support the development of mission moments for board meetings
- Provide targeted communications as requested by the agency directors and leadership team

### **Collaborating on internal communications and marketing needs**

- Foster a positive internal communication culture that promotes transparency and collaboration
- Create and implement marketing materials needed to support the Outreach team and plans
- Receive and respond to internal requests for communications and marketing projects
- Provide staff training on communication standards, platforms, and websites
- Manage inventory of general materials and coordinate shared costs and printing

### **Administering of agency's communication platforms and website**

- Respond to public comments and inquiries on our platforms
- Serve as primary administrator of digital accounts such as social media, Constant Contact, Canva and additional platforms
- Manage website content and functionality, including domain registrations and maintenance

### **Monitoring and analyzing communication effectiveness, adjusting strategies as needed based on data and feedback**

- Use platforms like Google Analytics, social media, and Constant Contact data tools to evaluate outcomes and inform the Leadership Team of data trends and changes on a consistent basis
- Evaluate staff and family feedback to adjust marketing and communications plans
- Collaborate with Program Coordination and Evaluation to identify data usage opportunities
- Source trainings and resources that foster best practices and engagement growth

**Supervisory Responsibilities:** None.

**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 and/or Experience:** Bachelor's Degree in Communications, Marketing, Public Relations or related field from a college or university; and 5+ years or related progressive experience in nonprofit/public sector communications, social media engagement, visual design, legislative writing, or equivalent combination of education and experience. Candidate is expected to have strong oral and written communication skills, social media/ website/WordPress management experience, progressive communications or/and marketing experience, the ability to multi-task/manage multiple deadlines, presentation experience and good systems management.

## **Knowledge and Abilities:**

- Knowledge of effective marketing and communications strategies
- Demonstrated ability in Adobe Creative Cloud inclusive of InDesign and other professional design platforms
- Ability to work independently and as part of a team
- Experience in building community relationships and ability to establish and maintain professional working relationships with colleagues, families, and community organizations
- Ability to garner intrinsic motivation and passion for the mission and work of WCSS
- Exhibits a passion for the well-being of young children in need, and a familiarity with early childhood education
- Knowledge of culturally responsive practices and ability to execute public awareness and communications work with a diversity, systems access, and inclusion lens
- Competency managing presentation and recording equipment
- Capacity to receive constructive feedback and adapt work to the collaboration of the team
- Ability to think strategically
- Ability to manage multiple projects simultaneously and independently, prioritizing tasks and managing timelines. Excellent attention to detail
- Ability to collaborate and engage effectively with individuals with diverse backgrounds and styles
- Demonstrated flexibility and resilience

**Computer Skills:** Proficiency in Microsoft 365: Word, Excel, Power Point. Experience with email and Internet applications, including Constant Contact newsletter management, Canva, Adobe Creative Cloud and WordPress.

**Language and Communication Skills:** Strong oral and written communications skills to effectively communicate using diverse mechanisms/channels.

**Certifications, Licenses:** Valid driver's license. Desired: SEO certification

**Safety, Security and Confidentiality:** This position requires keeping complete confidentiality of all children's information and protecting the confidentiality of all service provider files and records.

**Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to sit, speak and hear. The employee is occasionally required to stand and walk. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, and ability to adjust focus.

**Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. An individual in this position will be exposed to conditions typical of an office environment.

This is a **hybrid position** with in-office meetings and task requirements. There is the ability to work remotely depending on the project schedule set by the supervisor. The position may require occasional work performed outside of standard office hours, including evenings and weekends.