



Communications Coordinator

We're looking for motivated professionals who are passionate about supporting the Wyoming Business Alliance and making a difference across Wyoming

Position Summary

Promotes the organization to existing and prospective members through the strategic development and delivery of communication campaigns to include social/online media, print, direct mail, and other channels as needed. This is a remote position and reports to the Director of Member Relations. The coordinator needs to be located within 30 minutes of Cheyenne and will attend weekly in-person meetings with their supervisor.

About Us

The Wyoming Business Alliance is a non-profit organization that serves as Wyoming's premier business advocate to over 700 members. We promote and advocate a growing economy by connecting business and political leaders from across Wyoming.

Primary Duties/Responsibilities

- Collaborates with team members to fully understand communication needs.
- Gathers the materials necessary to understand assignments and analyzes these materials to determine the most effective communications technique.
- Based on assessment, drafts and proposes communication campaigns, which may include social and online media, print, direct mail, and other multimedia.
- Presents design ideas and recommendations to Director of Member Relations and/or other team members.
- Develops and distributes membership newsletters, event notices, and press releases.
- Designs invitations, flyers, brochures, and social media graphics.
- Writes press releases, media pitches, and manages media outreach.
- Manages social media channels, monitors and shares membership news on social media.
- Assists with design work and planning for all hosted events, large and small.
- Takes photos at meetings and events and catalogs images for ease of access.
- Films and edits short video clips for external distribution, marketing, and promotion.
- Professionally proofreads and edits a variety of documents to ensure branding and quality.
- Performs other related duties and responsibilities as required.

Desired Skills and Abilities

- Excellent verbal and written communication skills that may include public speaking and presentations.
- Excellent organizational skills and attention to detail.
- Skilled in time management with a proven ability to independently meet deadlines.
- Strong analytical and problem-solving skills.
- Strong writing, editing, and proofing skills.
- Proven ability to independently manage priorities and meet deadlines.
- Enjoys working collaboratively and is kind, loyal and respectful to team members.
- Dependable self-starter who sets high standards.
- Ability to adapt and innovate to achieve excellence.
- Ability to succeed and thrive in a remote work environment.
- Ability to maintain a WY driver's license and travel to conferences/meetings as needed.
- Highly proficient with Microsoft Office Suite and related software that supports the WBA's practices and programs.

Required Education and Experience

- Bachelor's degree in Communications, Marketing, Journalism, or related field.
- Minimum three years of related communications experience including content development, editing, social media platforms, and graphic design; portfolio of relevant projects highly preferred.
- Working knowledge of the following software: InDesign, Photoshop, Spark, MS Excel, MS Word, MS PowerPoint

Compensation

Starting pay range \$25.00 to \$30.00 per hour. Excellent benefits package includes paid holidays, four weeks PTO; medical, vision, dental insurance at 100% for employees; SEP retirement program with generous matching; reimbursement for mileage and remote office supplies.

Interested candidates please email formal cover letter and resume to:

Laura Lehan, laura@peakconsulting.net

All inquiries and applications will be strictly confidential.

Further questions contact: *Laura Lehan, laura@peakconsulting.net*

To learn more about WBA go to: www.wyomingbusinessalliance.com

The Wyoming Business Alliance is an Equal Opportunity Employer
and values diversity in the workplace