Job Description: Communications Specialist

CPWR - The Center for Construction Research and Training (www.cpwr.com) is the non-profit 501(c)(3) research, development and training arm of the North America’s Building Trades Unions. Located in downtown Silver Spring, Maryland, close to Metro and public parking, CPWR focuses on promoting safe and healthy working conditions in the construction industry.

CPWR is seeking a full-time Communications Specialist to work with other staff to develop and implement strategic ideas to create and distribute content across a range of communications vehicles, with the goal of increasing engagement with stakeholders. The successful candidate will become part of the team leading the organization’s external communications, including assisting with graphic design, website management, email marketing, media relations, content creation, publications development, and branding.

Responsibilities:

Duties include, but are not limited to:

- Using InDesign to create graphics for print materials, social media, and websites.
- Proofing and editing materials to ensure they are accurate, use correct spelling and grammar, maintain a consistent tone, and communicate core messages and values.
- Assisting with research for and development of content for reports, educational materials, articles, news items, and press releases.
- Contributing to website management, especially content development.
- Contributing to email marketing, including creating messages and managing lists.
- Working effectively with staff and academic researchers to develop materials for publication and to create campaigns that raise stakeholders’ knowledge of safety and health risks and of solutions.
- Identifying photographs and graphics for print and online media and helping maintain a library of these images.
- Supporting media relations efforts, including developing background materials and identifying opportunities.
- Promoting the organization’s resources at industry events and conferences.
- Supporting social media efforts.

Qualifications:

- At least 5 years of work experience in communications.
- B.A./B.S. or advanced degree in Communications, Journalism, Health Communications, or related field.
- Demonstrated experience using InDesign.
- Experience using website content management tools; Salesforce or other databases; and Constant Contact or similar email system.
- Strong writing, editing, proofing and verbal communication skills.
• Excellent interpersonal skills, including the ability to work with staff at all levels, interact with external partners and to represent the organization to the public.
• Excellent organizational skills, including strong attention to details, and the ability to conduct and coordinate multiple tasks under pressure and meet deadlines.
• Ability both to take direction and to work independently, taking initiative within areas of responsibility.
• Positive attitude and ability to adjust to changing priorities and growing responsibilities.
• Limited national and local travel may be necessary.
• Spanish a plus.

Compensation Package:

Salary is based on qualifications and prior experience.

CPWR provides an exceptional benefits package, including fully employer-paid health/dental/vision insurance for employees and their dependents. Other benefits include a defined-benefit pension and an employer-matched 401K plan, as well as paid vacation, sick leave, and holidays. CPWR also offers a relaxed work environment.