



HAPPEN

Hawaiians, Asians, & Pacific Islanders Promoting an Empowerment Network

Washington's Native Hawaiian, Asian, and Pacific Islander Business Resource Group



Communications Coordinator

Estimated Number of Hours of Work Each Week: 3-4 hours

Term*: Two years

Position Objective: This position exists to establish and manage the overall marketing, image, and awareness of the HAPPEN Business Resource Group (BRG). This position works closely with all members of the BRG to attract new members, ensure active members are aware of activities, and support the BRG mission. Participation and work can be completed virtually; no in-person attendance is required.

Goals

- Use inclusive language and use accessible formats. Work closely with DIN and the Office of Equity.
- Create a policy for social media practice and management for membership approval. Implement and monitor practices to ensure compliance and proper record retention.
- Work closely with the communications community, including other WA state BRG communication teams, to produce press releases for events (to announce in advance or after an event).
- Maintain a list of media contacts, including agency communications contacts, and proactively reach out to various media entities for upcoming events.
- Compile data regarding activity outcomes, impact, and success and works with staff to determine where to best disseminate this information.
- Develop news stories for the monthly newsletter. Write and submit articles on a timely basis.
- Obtain photos from external media entities to be integrated into the newsletter.

- Primary point of contact for managing social media accounts and continuously updating social media channels to reach a broad audience of potential volunteers, employees, and the HAPPEN community at large.
- Administer the GovDelivery account and maintains subscriber lists.
- Comply with statewide communications standards, ethics, public records, and privacy.
- Post news, event reminders, and success stories and upload pictures, photos, and compelling stories to spike user interest, feedback, and participation.
- Act as a conduit for inquiries and questions about HAPPEN issues to organizations that support HAPPEN communities.
- Work with leadership and members to prepare an annual report on activities to be presented during the November Meeting.
- Develop and deploy mini and regular surveys and analyze, interpret and present data to provide active member perspective regarding policies and procedures of Washington State as an employer.
- Be on an antiracist journey and model this behavior for membership.
- Serve on the Executive Committee.

Tools and Resources: The person is expected to coordinate with their agency’s leadership for the flexibility to do this work during their work time. If the position is overtime eligible, the person will need to create an agreement with their supervisor to ensure this work does not result in unauthorized overtime. The details of that agreement may differ based on agency and specific job duties. The person will be allowed to use their agency computer and other resources for this work, as appropriate and as required.

Enterprise Diversity, Equity, and Inclusion Competencies:

- Commitment to a Respectful Workplace – Willing to be exposed to, know and understand the language and concepts of diversity, equity, and inclusion and be committed to being part of creating, maintaining, and improving a diverse, equitable, respectful, and inclusive workforce.
- Self-Awareness – Engages in self-reflection, lifelong learning, and growth.
- Cultivates Mutually Beneficial and Trusting Strategic Partnerships – Conducts self in a manner that builds trust, enhances work relationships, and meaningfully partners and engages with those they serve and serve.
- Inclusive Excellence and Allyship – Demonstrate that all people are valued and engaged as members of the group, team, organization, or community through equitable, inclusive, and respectful behavior.
- Measuring for Success and Improvement – Develop, implement, evaluate, and continually improve strategies that promote equity and inclusion.

*Terms: *From Bylaws Article V(B)(6): “All nominees acknowledge that terms are two years, but may voluntarily choose to run for a one-year term upon accepting a nomination.” Per *Inaugural Elections Process (September 2022)*, all positions will be in place by default until June 30, 2024. If any nominee chooses to end their term on June 30, 2023, they should indicate this preference during the nomination process.