



Capital Area Workforce Development (CAWD) provides workforce development solutions to help all businesses with talent needs. Wake County hotels, and the hospitality industry, are facing a massive worker shortage and unfortunately, data shows that over the next 5 years, the problem is not likely to improve to pre-covid levels. Not having enough workers has many reducing services and occupation rates which in turn leads to lost revenue. We know that the industry is increasing wages with less revenue, but hiring is not keeping up with separations.

To support the hotel industry in Wake, CAWD is initiating a support solution geared to help hotels with the following: 1) recruit candidates, 2) prepare current workers for new roles, and 3) mitigate hiring and training costs. It puts job seekers and working individuals on a path that leads to upward mobility and provides the resources necessary to do so.

CAWD is looking for a part-time Communications Specialist responsible for supporting employer and jobseeker engagement by creating traditional and online content for dissemination for CAWD's Hotel Workforce Program. This individual will become knowledgeable about the various elements of the program and industry and will be able to convey this information effectively to the appropriate audiences. This individual will help in planning and implementing communications activities as well as tracking efforts and outcomes.

Even though this position has distinct responsibilities, the position will function as a member of a small team responsible for the success of the project. Scheduling is flexible though attendance at certain meetings or special events is required.

This position is grant funded through December 2024.

Pay Range: \$30.00 - \$40.00/hour

Responsibilities

- Develop and disseminate information that promotes workforce services to the hospitality industry
- Develop an understanding of the target audience's mindsets, attitudes, and values as they relate to available services
- Identify existing and new channels for message delivery
- Craft the right messages and content to reach the target audience across identified channels
- Work collaboratively with other departments and external partners to refine communication plans and messaging
- Ensure communications meet CAWD standards
- Create a method to track efforts and results

Requirements and skills

- Past work in marketing, communications or relevant position
- Knowledge of traditional and digital marketing practices, content creation, and social media platforms
- Excellent writing, proofreading, interpersonal communication and presentation skills
- Tech savvy and creative; proficient in MS Office and able to use or learn design and publishing platforms
- Capable of working as part of a team while being self-directed and working autonomously

Preferred Skills

- Hotel/Hospitality experience
- Strategic Marketing

Email resume, cover letter, and any other items for consideration to brenda.wilkerson@wakegov.com.

Equal Opportunity Employer/Program.