

## **Communications Specialist**

CPWR - The Center for Construction Research and Training ([www.cpwr.com](http://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 and external partners to support the development and distribution of content across a range of communications vehicles, with the goal of increasing engagement with people working in or with the construction industry. The successful candidate will become part of the team leading the organization's external communications and research to practice efforts to improve awareness and uptake of safer tools, work practices, and other solutions. The position will be involved with website management, email marketing, webinar management and promotion, media relations, content creation, publications development, and branding.

### **Responsibilities:**

Duties include, but are not limited to:

- Working effectively with staff, researchers, and industry members to develop materials for publication and to create campaigns that raise the industry's knowledge of safety and health risks and solutions.
- Contributing to website management, especially content development.
- Contributing to email marketing, including creating messages and managing lists.
- 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 and development of content for reports, educational materials, articles, news items, and press releases.
- Supporting media relations efforts, including developing background materials and identifying opportunities.
- Identifying photographs and graphics for print and online media and helping maintain a library of these images.
- Promoting the organization's resources at industry events and conferences.
- Supporting social media efforts.
- Tracking the organization's reach through use of Google Analytics, Google Tag Manager, YouTube analytics, and various other metrics.

### **Qualifications:**

- At least 3 years of work experience in communications.
- B.A./B.S. or advanced degree in Communications, Journalism, Health Communications, or related field.
- Experience using website content management tools, especially WordPress; 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 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.

*CPWR: The Center for Construction Research and Training does not sponsor applicants for work visas.*

**Compensation Package:**

Salary is based on qualifications and prior experience.

Exceptional benefits package including:

- Employer paid health/dental/vision insurance for employee and all dependents.
- Employer paid defined benefit pension (vesting after 3 years).
- Paid vacation, sick leave, and holidays.
- 401K Plan with an Employer match.
- 35-hour work week.
- Relaxed work environment.

Equal Employment Opportunity.

**To Apply:**

Email resume, cover letter and two recent writing samples to [jobpostings@cpwr.com](mailto:jobpostings@cpwr.com). Include Communications Specialist and applicant name in the subject line. The cover letter should describe your experiences relevant to the job description as outlined, and the expected salary range. CPWR will contact eligible candidates.