



Workforce Solutions Deep East Texas
Job Posting Notice
Engagement Specialist

Workforce Solutions Deep East Texas is seeking an Engagement Specialist. The Engagement Specialist is responsible for promoting the mission, vision, and services of Workforce Solutions Deep East Texas (WSDet) through strategic marketing, communications, and branding efforts. This role develops, coordinates, and implements initiatives that increase public awareness, enhance the organization's brand, and strengthen its reputation with employers, educational partners, job seekers, and community stakeholders. The Engagement Specialist ensures that all communication channels digital, print, and in-person are consistent, professional, and reflective of WSDet's values and impact.

To view the full job description, continue to the next page.

How to Apply

Submission of a current resume, cover letter, and 3 – 5 professional business references are required. Position is open until filled. Applicants are encouraged to apply early. Phone calls are not accepted.

EMAIL YOUR RESUME, COVER LETTER, AND REFERENCES TO:

TCAUTHEN@DETHWORK.ORG

Workforce Solutions Deep East Texas is an Equal Opportunity Employer. Qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, age, national origin, disability, protected veteran status, gender identity or any other factor protected by applicable federal, state, or local laws. Auxiliary aids and services are available upon request to individuals with disabilities.

Job Description

Job Information

Job Title:	Engagement Specialist	Job Family:	Program Support
Manager:	Director of Policy and Planning	WC Code:	
FLSA Status:	Exempt	Eligible for OT:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

Job Summary

The Engagement Specialist is responsible for promoting the mission, vision, and services of Workforce Solutions Deep East Texas (WSDet) through strategic marketing, communications, and branding efforts. This role develops, coordinates, and implements initiatives that increase public awareness, enhance the organization's brand, and strengthen its reputation with employers, educational partners, job seekers, and community stakeholders. The Engagement Specialist ensures that all communication channels digital, print, and in-person are consistent, professional, and reflective of WSDet's values and impact.

Essential Job Functions

Marketing & Branding

- Develop and execute marketing strategies to promote WSDet programs, events, and services.
- Ensure brand consistency across all platforms, materials, and communications.
- Create promotional campaigns highlighting workforce successes, employer partnerships, and community impact.
- Manage WSDet's visual identity, including logos, templates, and brand guidelines.

Communications & Public Relations

- Draft and distribute press releases, newsletters, and media advisories to local outlets.
- Manage website to optimize performance and track engagement
- Manage website content, social media channels, and digital storytelling efforts.
- Coordinate media relations and act as a point of contact for journalists and community partners.
- Assist with speeches, talking points, and presentations for executive leadership.
- Coordinate with public stakeholders to provide information and materials for public address.

Content Development & Storytelling

- Create engaging content (articles, blogs, social media posts, infographics, videos) that highlight WSDet's impact.
- Research and develop success stories featuring employers, job seekers, and educational partners.
- Manage photography and videography efforts to support marketing campaigns and events.

Community Engagement & Events

- Support planning and promotion of WSDet events, job fairs, and workforce initiatives.
- Design and distribute marketing materials such as flyers, brochures, and digital ads.
- Represent DETWS at community events, chamber functions, and workforce-related outreach activities.

Reporting & Evaluation

- Track, analyze, and report on marketing metrics, including social media engagement, website traffic, and campaign outcomes.
- Maintain media and stakeholder contact databases.
- Provide regular updates to the Executive Director and Board on marketing activities and outcomes.

Education and Skills Requirements

Education & Experience

- Bachelor's degree in Marketing, Communications, Public Relations, or related field required.
- Minimum of two (2) years of experience in marketing, communications, or brand management; nonprofit or workforce development experience preferred.
- Experience managing digital platforms, including websites and social media.

Skills & Competencies

- Strong written and verbal communication skills, including editing and storytelling.
- Ability to design marketing materials and manage digital content creation.
- Familiarity with graphic design and media tools (e.g., Canva, Adobe Creative Suite).
- Strong organizational and project management skills.
- Ability to manage multiple projects, meet deadlines, and work collaboratively.
- Understanding of workforce development, community engagement, or nonprofit branding preferred.

Physical Demands and Work Environment

The work is performed in an inside office setting with moderate noise level, and outdoors as related to task performance. This job frequently requires the employee to stand; walk; sit; use hands; climb stairs; balance; stoop; kneel; read; talk or hear. The employee must lift and/or move up to 25-50 pounds. Specific vision abilities include close vision and the ability to adjust focus. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The employee should never attempt to lift more than 50 pounds.