

# CONCERNED WOMEN *for* AMERICA

## Communications Director

### About Concerned Women for America

We are the nation's largest public policy women's organization, and we lead a movement dedicated to impacting the culture for Christ through education and public policy.

We work tirelessly for the core issues of the sanctity of life, defense of the family, education, religious liberty, national sovereignty, opposing sexual exploitation, and support for Israel. We know that educated and empowered women are better able to raise healthy, educated, and confident children and that their voices need to be heard for the benefit of society at large.

We're making an impact together.

We exist to promote Biblical values and Constitutional principles through prayer, education, and advocacy.

We believe the women of America have great influence in this world, having a powerful voice in the affairs of this nation and on behalf of women abroad. We love being their voice in Washington and beyond. We believe change starts with each woman ... and we love being her heels on the ground in Washington, D.C., and beyond.

We provide our employees with meaningful opportunities to learn and grow. We especially encourage persons of diverse backgrounds to apply. Read more from our President and CEO, Penny Young Nance, below.

### Application Process

To apply, first familiarize yourself with CWA's website ( [www.concernedwomen.org](http://www.concernedwomen.org) ). Email any questions or a copy of your cover letter and resume/CV to Kenda Bartlett, Chief Administrative Officer, [kbartlett@cwfa.org](mailto:kbartlett@cwfa.org). Job description is below.

### A message from Penny Nance, President and CEO of Concerned Women for America

As President and CEO of CWA, I would like to thank you for your interest in joining with us on our journey to impact our culture for Christ as the voice of conservative Christian women across

America. CWA's vision of a world in which every human life is valued, family is held sacred, and our nation's history is honored is at the core of who we are. We are always looking to join hands with experienced professionals who want to add their energy to our work and are so pleased you are considering Concerned Women for America as your potential employer. The position of Communications Director is critical to our mission and vision. I welcome your interest in joining a diverse, talented, professional, and motivated team.

## **POSITION DESCRIPTION**

### **Communications Director**

#### **POSITION CONCEPT**

The primary purpose of the Communications Director is to position the work of Concerned Women for America (CWA) in local and national media outlets in the best possible light. This requires knowledge of issues and CWA's philosophy.

The person in this position may supervise an intern or others temporarily assigned to the Communications Department. The Communications Director will give input for the Communications Department budget. This person will perform special projects as assigned by the Chief Executive Officer.

The Communications Director is an exempt, salaried position. She reports to the Chief Executive Officer.

#### **POSITION GUIDELINES**

The following are the basic responsibilities for this position:

1. Review daily the news clips, papers, TV news and work with CWA policy experts to determine what might warrant a press release, opinion editorial (op-eds), letter to the editor, or other initiatives
2. Track media coverage of CWA and reporting to the CEO on key media coverage
3. Maintain media lists
4. Develop and write appropriate press releases, op-eds, letters to the editor, CWA Blog postings and other promotional materials for CWA. Ensure that these reach the proper media outlets in a timely fashion for the most effective results and all within the overall media strategy

5. Handle media inquiries to CWA and then ensure that the proper CWA personnel respond appropriately and in a timely manner to meet media deadlines
6. Develop relationships and follow-up with reporters and producers which give fair coverage to CWA's positions and personnel
7. Work on podcast production and other initiatives such as quarterly video-conferencing events
8. Develop the website and website branding in conjunction with CWA's website tech
9. Work with the CEO to develop communications strategy for the short and long terms
10. Ensure Social Media accounts are regularly posted and are effective, growing, and strategic
11. Travel as needed for fundraising
12. Research various issues and develop a strategy on how to best state CWA's position on those issues
13. Provide research and talking points for CEO or other CWA spokes people
14. Develop and execute press conferences, media events, and other functions as necessary to promote CWA activities and positions
15. Develop and execute media plans for CWA events
16. Track media coverage of CWA and provide a written report weekly to supervisor on key media coverage and on media activity handled
17. Handle all administrative functions as required to perform duties or as assigned by supervisor
18. Other duties as assigned

In addition, the person in this position will:

1. Assist in team building and strategic planning
2. Participate in short and long-term goal setting for the organization in matters of significance

## **QUALIFICATIONS**

1. University degree
2. Two to three years of communications experience coupled with a strong understanding of communication processes and outlets
3. Experience communicating policy issues and conservative philosophy
4. Demonstrate ability to communicate with a variety of stakeholders and the ability to respond to grassroots and supporters' needs as well as exercise leadership and diplomacy amongst diverse perspectives and priorities.
5. Has an active network of media contacts and experience/skill pitching and placing materials for an advocacy organization like CWA
6. Proficiency in Microsoft Office software including Word, Excel, Teams, and Outlook
7. Strong English grammar and writing skills and the ability to communicate effectively through both the verbal and written word
8. Ability to process information and make decisions on matters of significance in this area of expertise
9. Ability to assist CEO and policy experts as back up spokesperson to media

## **ATTITUDES AND PERSONAL CHARACTERISTICS**

1. Capacity to be detail-oriented and organized
2. Honesty and integrity
3. Wisdom, discernment, and intuition
4. Commitment to quality
5. An attitude of cooperation
6. Self-motivation
7. Confidentiality
8. Discretion and judgment

9. Strong sense of initiative and work ethic
10. Ability to multi-task in a professional work setting
11. Reliability
12. Trustworthiness
13. Attitude of service