

CONCERNED WOMEN *for* AMERICA

Communications and Content Strategist

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). Email any questions or a copy of your cover letter and resume/CV to Kenda Bartlett, Chief Administrative Officer, 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 and Content Strategist is critical to our mission and vision. I welcome your interest in joining a diverse, talented, professional, and motivated team.

POSITION DESCRIPTION

Communications and Content Strategist

POSITION CONCEPT

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

The Communications and Content Strategist is an exempt salaried position. She reports to the Director of Communications or the CEO.

POSITION GUIDELINES

The following are the basic responsibilities for this position:

1. Strategize short and long term media content and messaging
2. Build the brand of Concerned Women for America and the CEO
3. Plan social media with the relevant message for the day, week, and month
4. Work to increase the numbers of people engaging across all social media platforms
5. Ensure social media accounts are regularly posted and are effective, growing, and strategic; use paid advertising to target our demographic
6. Communicate with those we interact with on social media and website
7. Create content for the website as needed
8. Produce quality podcasts and videos weekly: plan, research, recruit guests, prep Penny, write copy, shoot, edit, and post

9. Creation of other content initiatives such as quarterly video-conferencing events
10. Work with the CEO to develop communications strategy for the short and long terms
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. Handle all administrative functions as required to perform duties or as assigned by supervisor
14. Other duties as assigned

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

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