

# CONCERNED WOMEN *for* AMERICA

## Press Secretary

### POSITION CONCEPT

The press secretary for Concerned Women for America (CWA) is responsible for conveying the organization's policy positions to national, regional, and state media outlets via broadcast, print, and social media platforms, and building positive relationships with reporters and other media personnel.

Skills needed to be successful:

- Strong communication skills with the ability to persuade in written and spoken word
- Self-motivated, confident, quick learner, creative, and resourceful
- Ability to describe and translate complex information into compelling messages
- Goal-oriented team player with an ability to collaborate with others
- Influential interpersonal skills and strong attention to detail
- Proven proficiency in identifying problems and developing solutions
- Capacity to manage several tasks at once and prioritize action items
- Discretion, wisdom, discernment, intuition, and disciplined work ethic

The Press secretary reports to the Chief Operating Officer and will perform special projects as assigned.

### POSITION GUIDELINES

The following are the basic responsibilities for this position:

1. Serve as a spokesperson for Concerned Women for America with national media.
2. Research various issues and develop strategy on how best to convey CWA's positions. Provide leadership and coordinate with staff members to develop and carry out media strategies.
3. Pitch television, radio, podcast, and print interviews, and manage details and logistics for the interviews, including technical support.
4. Produce weekly podcast on behalf of the organization, including recording and editing audio and video.

5. Represent Concerned Women for America at various meetings, debates, and other public functions to which CWA is invited.
6. Review daily news clips, papers, blog posts, etc. to determine what might warrant a press release, opinion editorial (op-eds), letter to the editor, or other initiative.
7. Maintain accurate and up-to-date media lists.
8. Institutionalize “rapid response” culture and protocol to ensure that CWA is sharing expertise with reporters before their pieces are filed, helping to ensure the organization is featured in the news cycle.
9. Develop and write appropriate press releases, op-eds, letters to the editor, blog posts, and other promotional materials for CWA. Ensure that these reach the proper media outlets in a timely fashion for the most effective results.
10. Handle media inquiries to CWA and then ensure that the proper CWA personnel respond appropriately and in a timely manner to meet media deadlines.
11. Develop relationships and follow-up with reporters and producers who give fair coverage to CWA's positions and personnel.
12. Handle all administrative functions as required to perform duties or as assigned.
13. Develop and execute press conferences, media events, and other functions as necessary to promote CWA activities and positions.
14. Develop and execute media plans for CWA events.
15. Track media coverage of CWA and provide a written report weekly to supervisor on key media coverage and on media activity handled.
16. Assist the President and policy experts as a backup spokesperson to media.
17. Perform other duties as assigned.

## **QUALIFICATIONS**

1. Bachelor’s degree (minimum) in communications, journalism, political science, or related fields
2. Two or more years of communications experience coupled with a strong understanding of communication processes and outlets

3. Experience communicating conservative policy issues and philosophies
4. Ability to communicate with a variety of stakeholders and respond to grassroots and supporters' needs, as well as exercise leadership and diplomacy amongst diverse perspectives and priorities
5. Active network of media contacts and demonstrated skill in pitching and placing materials for an advocacy organization similar to 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. Understanding of Biblical principles and CWA's issues
9. Ability to cope with stressful situations, schedules, and deadlines
10. Self-starter who is comfortable working alone

## **Application Process**

To apply, please 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)

## **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. Read more from our President and CEO, Penny Young Nance, 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 Press Secretary is critical to our mission and vision. I welcome your interest in joining a diverse, talented, professional, and motivated team.