

# CONCERNED WOMEN *for* AMERICA

## Digital Communications Coordinator

### POSITION DESCRIPTION

#### CONCEPT

The Digital Communications Coordinator for Concerned Women for America (CWA) is responsible for creating compelling digital content conveying a Biblical perspective on pressing issues of the day. The Digital Communications Coordinator is responsible for keeping Young Women for America's social media channels up to date, growing their digital footprint, and creating compelling and educational content. This role will also produce and edit CWA's *Women for America* podcast under the management of the Digital Media Manager. In addition, the Digital Communications Coordinator will assist the media team in setting up in-studio media hits, tracking analytics, and staying up to date with news related to CWA's seven core issues.

This position requires a self-starter with initiative who balances that well with working collaboratively across many teams.

The coordinator will report directly to CWA's Digital Media Manager and will work closely with CWA's Young Women for America team.

#### GUIDELINES

The following are the basic responsibilities for this position:

1. Keep all Young Women for America (YWA) social media accounts up to date.
2. Create content (i.e. graphics, videos, reels, stories, tweets, etc.)
3. Cover/photograph/video live YWA related events, press conferences, hearings, etc.
4. Set up and facilitate in-studio media hits for Penny and other CWA spokespersons.
5. Produce *Women for America* podcast (to include but not limited to booking guests, producing talking points, recording, editing, and posting each episode)
6. Clip media hits for the CEO and other organization spokespersons

7. Track CWA mentions in Critical Mention
8. Complete additional tasks such as board reports, metric analyses, CWA newsletters, etc.
9. Assist with other projects as assigned.

## **QUALIFICATIONS**

1. Bachelor's degree (minimum) in communications, journalism, political science, or related fields
2. Experience communicating conservative policy issues and philosophies.
3. Experience with content and social media management
4. Proficiency in Adobe Creative Suite/ graphic design, video and audio editing
5. Strong English grammar and writing skills and the ability to communicate effectively through both the verbal and written word.
6. Understanding of Biblical principles and CWA's issues
7. Ability to cope with stressful situations, multi-tasking, schedules, and deadlines.

## **ATTITUDES AND PERSONAL CHARACTERISTICS**

1. Ability and positive disposition to develop and create new ideas for communicating CWA's core issues and principles.
2. Ability to develop plans complete with goals and strategies.
3. Awareness of current issues
4. Attitude of cooperation, service, and flexibility
5. Self-motivated, confident, quick learner, creative, and resourceful
6. Ability to describe and translate complex information into compelling messages.

7. Goal-oriented team player with an ability to collaborate with others.
8. Interpersonal skills and strong attention to detail
9. Capacity to manage several tasks at once and prioritize action items.
10. Ability to multi-task in a professional work setting
11. Discretion, wisdom, discernment, intuition, and disciplined work ethic

## Application Process

Email a copy of your cover letter and resume/CV with any questions you may have to Executive Vice President, Annabelle Rutledge, at [arutledge@cwfa.org](mailto:arutledge@cwfa.org).

## About Concerned Women for America

Concerned Women for America (CWA) is the nation's largest public policy women's organization, leading a movement dedicated to impacting the culture for Christ through education and public policy. We exist to promote Biblical values and Constitutional principles through prayer, education, and advocacy.

We work tirelessly to promote seven core issues: the sanctity of life, defense of the family, education, religious liberty, national sovereignty, opposing sexual exploitation, and support for Israel.

We believe the women of America have great influence in this world, having a uniquely powerful voice in the affairs of this nation and the world. We love being the voice of conservative women in Washington and beyond. We believe powerful change can start 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 encourage persons of diverse backgrounds to apply.

## A message from our CEO and President Penny Nance

Thank you for your interest in joining CWA on our journey to impact our culture for Christ through public policy 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. This leadership position is critical to our mission and vision. I welcome your interest in joining our diverse, talented, professional, and motivated team.