

# CONCERNED WOMEN *for* AMERICA

## Digital Content Specialist

### POSITION DESCRIPTION

#### CONCEPT

Concerned Women for America (CWA) is seeking a Digital Content Specialist who is responsible for creating compelling digital content conveying a Biblical perspective on our seven core issues and relevant issues of the day. The Digital Content Specialist is responsible for creating digital campaigns to elevate Young Women for America (YWA) and CWA's social media channels to grow their digital footprint, create compelling and educational content, and increase our audience through strategic efforts. Today, stories are told primarily through digital medium. This role will tell CWA's story from a digital perspective in a creative manner.

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

#### GUIDELINES

The following are the basic responsibilities for this position:

1. Maximize and grow the audience of YWA/CWA's social media accounts – Facebook, Instagram, and X.
2. Create compelling content (i.e. graphics, videos, reels, stories, tweets, etc.) that communicate CWA's unique position on the issues. This includes copy.
3. Drive the creative ship on digital/social campaigns.
4. Use SEO best practices to drive traffic to CWA's digital channels.
5. Bridge connection between digital content and website content.
6. Cover/photograph/video live CWA and YWA at events, press conferences, hearings, etc.
7. Stay on top of and clip media hits for the CEO and other organization spokespersons to be leveraged on social media for content.

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 graphic design, visual/digital communications, communications, or related fields
2. Exceptional social media, video production, and copywriting skills
3. Strong knowledge of SEO best practices
4. Excellent written and verbal communication including grammar skills
5. High computer literacy and proficiency in Adobe Creative Suite, video/audio editing
6. Experience communicating conservative policy issues and philosophies
7. Understanding of Biblical principles and CWA's issues
8. Ability to manage 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.