



Digital Communications Coordinator

POSITION DESCRIPTION

CONCEPT

The Digital Communications Coordinator for Concerned Women for America (CWA) is responsible for creating compelling digital content for CWA's social media channels, conveying a Biblical perspective on pressing issues of the day. In addition, the Digital Communications Coordinator will assist the communications team in setting up in-studio media hits, producing videos, 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 Social Media Manager and will work closely with CWA's Young Women for America team.

GUIDELINES

- Create engaging social media content (graphics, photos, videos, reels, stories, short-form video, and written copy) for Concerned Women for America (CWA) and Young Women for America (YWA) social media channels.
- Capture photo and video content at CWA events, press conferences, hearings, media appearances, donor events, and other organizational activities for use across digital platforms.
- Edit and publish digital content, including social media posts, short-form videos, reels, and stories, ensuring accuracy, quality, and timely delivery.
- Assist with the production and setup of in-studio media interviews, podcasts, video recordings, livestreams, and other multimedia projects.
- Clip, organize, and distribute media appearances featuring the CEO and other CWA spokespersons for social media, website, and internal use.

- Monitor media coverage and social media conversations using Critical Mention and other monitoring tools, identifying relevant coverage and engagement opportunities.
- Maintain content libraries, organize digital assets, and assist with content scheduling and publishing across social media platforms.
- Compile social media analytics, media reports, newsletters, board reports, and other performance metrics as requested.
- Stay informed on current social media trends, platform updates, and best practices to support engaging and effective digital content.
- Assist with additional communications, digital content, and organizational 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 to Sydney Hudson, shudson@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.

Applicant Notice

Thank you for your interest in serving with Concerned Women for America. We are grateful for the time and effort you have taken to apply. While every application is carefully reviewed, we are unable to personally respond to each applicant due to the number of submissions we receive. Candidates selected for an interview will be contacted directly. We appreciate your interest in our mission and wish you every success in your career.