

CONCERNED WOMEN *for* AMERICA

Social Media Manager

POSITION DESCRIPTION

CONCEPT

Concerned Women for America (CWA) is seeking a Social Media Manager who is responsible growing and elevating the organization's digital presence through strategic, timely, and compelling social media content. This hands-on role leads the planning, creation, and execution of content across multiple platforms, including live coverage of events, press conferences, hearings, media interviews, and other organizational initiatives. The Manager supervises one staff member and seasonal interns while driving audience growth through creative storytelling and data-informed decision making. Success in this role requires equal parts strategic thinking, creativity, strong judgment, and the ability to execute with speed and excellence. s, press conferences, hearings, media interviews and other organizational initiatives. The Manager supervises one staff member and seasonal interns while driving audience growth through creative storytelling and data-informed decision making. Success in this role requires equal parts strategic thinking, creativity, strong judgment, and the ability to execute with speed and excellence.

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

RESPONSIBILITIES

Social Media Strategy & Growth

- Develop and execute social media strategies that grow audience, engagement, and reach across Facebook, Instagram, X, and emerging platforms.
- Create and oversee platform-specific content calendars that align with organizational priorities and timely news cycles.
- Lead the development and execution of integrated social media campaigns supporting CWA's initiatives, events, advocacy efforts, and public policy priorities.
- Stay current on platform trends, algorithm updates, and best practices, adapting strategy to maximize performance.
- Monitor analytics and make data-driven recommendations to improve content performance and audience growth.

Content Creation & Storytelling

- Produce engaging social media content, including graphics, photography, short-form video, reels, and stories, tailored to each platform.
- Capture photo and video content at CWA events, press conferences, hearings, media appearances, and other activities.
- Edit and publish high-quality content with rapid turnaround, particularly surrounding breaking news and live events.
- Maintain a consistent organizational voice, visual identity, and messaging across all social platforms.

Video Production

- Assist in the setup and operation of the CWA's media studio for interviews and video productions.
- Film and edit interviews featuring staff, guests, and organizational leadership.
- Produce short-form video clips from interviews, livestreams, media appearances, and events for use across social media platforms.
- Organize and maintain digital photo and video assets.

Digital Content Coordination

- Work collaboratively with internal teams to ensure social media content supports and complements broader organizational content.
- Apply current SEO and social search best practices when developing social copy, headlines, video titles, descriptions, and metadata.
- Coordinate social promotion of website content and other digital resources to maximize visibility and audience engagement.

Leadership & Project Management

- Supervise one Social Media Coordinator (or equivalent), providing direction, coaching, and performance feedback.
- Oversee interns as assigned.
- Manage the team's content calendar, production schedule, and project workflow.
- Prioritize multiple projects while ensuring timely, accurate, and high-quality execution.

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 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.