Communications and Marketing Officer

JOB SUMMARY

The Communications and Marketing Officer for the World Affairs Councils of America reports to the Chief Operating Officer. S/he coordinates public relations and marketing efforts for WACA national flagship programs - both externally (including media, news stories, issuance of press releases, website updates) and internally (newsletters to member Councils and the national Board of Directors) - and other initiatives to support WACA and the national Council network. In addition, s/he assists in the development and execution of local Council communication pieces to ensure consistent, aligned national messaging.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- Create, implement, and refine communications and marketing strategy for the WACA National Conference, Academic WorldQuest (AWQ), 1918 Society, and other flagship programs to achieve greatest impact
- Write and edit regular electronic newsletters and other communications to Council leaders, Board Members, donors, volunteers, and supporters
- Monitor, audit, update, and maintain WACA website with current information and news updates
- Develop ways of aggregating and circulating Council news in e-blasts and on WACA website
- Create and improve marketing collateral for WACA and its programs
- Develop and steward relationships with media contacts
- Write and distribute press releases and media alerts on WACA national programs, events, and other newsworthy topics as needed
- Manage and improve social media, photo, and video communications
- Support other public relations efforts as needed; assist with reporting on media impressions and impact
- Assist in the organization's proper utilization of brand standards; develop and maintain the WACA Style Guide
- Provide logistical support to and attend WACA’s major national events (annual conference, AWQ national competition)
- Interview, hire, train, and supervise the interns
• Identify challenges and recommend solutions to Chief Operating Officer; balances competing priorities and works collaboratively with colleagues
• Adhere to World Affairs Councils of America performance standards, employee policies, and procedures
• Other duties as assigned

SUPERVISION RECEIVED AND EXERCISED

The Communications and Marketing Officer receives supervision from the Chief Operating Officer. S/he exercises supervision over interns.

QUALIFICATIONS

• At least a Bachelor’s Degree in Communications, International Relations, or similar field. Study abroad experience preferred
• Supervision experience preferred
• At least 1-3 years’ experience in communications and building relationships with government, business, and/or community members and leaders

KNOWLEDGE, SKILLS, AND ABILITIES REQUIREMENTS

• Ability to write in a creative, descriptive, and factual manner
• Strong skills with social media and creating graphics
• Highly professional demeanor and ability to communicate clearly with a wide variety of stakeholders including Council leaders and staff, national Board Members, donors, volunteers, and professional consultants
• Self-starter ability, taking initiative to tackle new projects and manage current ones with minimal supervision, handling multiple priorities and tasks to succeed in a deadline-driven environment
• Ability to liaise and work with others outside the organization - U.S. government, foreign embassies, think tanks, and education/academic institutions - and to build lasting relationships
• Exemplifies a can-do work ethic and attitude with a passion to advance the organization
• Ability to maintain consistent, organized, and meticulous records
• Proficiency/experience with Microsoft Office 365, Constant Contact and other communications/event-marketing services, and media-tracking and content-management platforms
• Integrity, trustworthiness, flexibility, compassion, and humor are necessary to address the practicalities of a growing nonprofit, along with the creativity and persistence required to elicit new thinking and change
TO APPLY

Please submit the following to bchi@worldaffairscouncils.org by October 12, 2018:

1. Cover letter
2. Resume
3. Brief writing sample (2-3 pages max.)