



WORLD  
AFFAIRS  
COUNCILS of  
AMERICA

## Open Position: Marketing & Communications Coordinator (full time)

### About the World Affairs Councils of America (WACA)

The World Affairs Councils of America is a nonpartisan nonprofit membership organization dedicated to engaging the public and leading global voices to better understand the world, the United States' international role, and the policy choices that impact our daily lives and our future. Based in Washington, DC, WACA supports more than 90 World Affairs Council affiliates across the United States and promotes their programs and educational initiatives for diverse, multi-generational audiences. We bring the world to classrooms and C-suites, and to conferences in the nation's capital and town hall-style forums in communities across the country. Learn more at [www.worldaffairscouncils.org](http://www.worldaffairscouncils.org).

### Role Description

WACA's marketing and communications coordinator will be responsible for curating WACA's verbal and visual packaging in print and digital projects and organizational communications. The coordinator will oversee WACA's website, newsletters, and social media accounts and produce the annual report, graphics, and marketing materials. This in-person position is based in Washington, DC, and reports to the chief executive officer.

### Job Functions

#### *Branding, Marketing, & Communications (60%)*

- Catalogue stakeholder groups; evaluate and refresh WACA communications for each group
- Ensure consistent organizational messaging and visual representation across a range of platforms
- Execute and institutionalize frameworks, processes, and templates for organizational communications
- Produce copy and design graphics and visuals for a variety of needs, including website, reports, and marketing materials
- Produce newsletters, annual report, graphics, marketing materials, and other digital and print assets
- Lead evolution and ensure effectiveness of WACA's website
- Support the marketing and communications needs of other departments
- Track communications and marketing trends and analyze data in reports; make relevant recommendations
- Support strategic thinking around WACA's verbal and visual branding
- Develop toolkits and serve as a resource for the national Council network on WACA's brand and communications and marketing strategy

#### *Digital Platform Maintenance (25%)*

- Organize and execute WACA's editorial calendar (emails, newsletters, social media, other communications)

- Ensure timely, consistent, and thorough updates to WACA's website, social media accounts, and broader digital presence
- Maintain WACA's institutional knowledge tools

*Other (15%)*

- Supervise one or more university interns
- Support event execution, including opening/closing or moderating virtual events, as required
- Support the curation of WACA archives as they relate to Councils and individual and organizational members
- Provide general customer service to Councils, individual and organizational members, and other stakeholders
- Attend board and committee meetings as required and assist in coordination of board committees as determined by the chief executive officer
- Seek out and participate in ongoing professional development related to this position
- Other related duties as assigned; special projects as required

## **Qualifications**

*Required:*

- Bachelor's degree in communications, graphic design, or other related field
- Two years' related professional experience; a desire to grow as a nonprofit professional and global community member
- One year customer-service experience; a warm and welcoming demeanor
- Demonstrated passion for and knowledge of world affairs, global current events, and the mission of the World Affairs Councils network
- Developed cross-cultural competence, evidenced by prior work, study, or travel
- A love of language and strong communication skills in English, especially copywriting and summarizing, evidenced by application materials and interview
- Proficiency with visual design tools (Adobe Suite, Canva) and a developed knowledge of graphic design and aesthetic
- Proven time and project management, dependability, efficiency, organization, attention to detail, research skills, and team skills
- Creativity and ability to solve problems with diplomacy, flexibility, and good judgment
- Professionalism and integrity, particularly with personal or confidential information

*Preferred:*

- Professional experience in the nonprofit or association sector
- Fluency in languages other than English
- Familiarity with HTML, WordPress, and bulk email platforms like MailChimp
- Proficiency with audio and video production tools

## **Environment and Other Expectations**

The WACA office is located in downtown Washington, DC, with easy access to Metro and bus lines. WACA staff work in a fast-paced environment and should be prepared to balance multiple priorities and deadlines, take ownership of their projects, and work independently, as part of a team, and with a variety of interns, volunteers, board members, and other organizations. While this position will be primarily onsite, limited remote work on a consistent weekly schedule to be identified with the individual is permitted after an initial onboarding and team-building period. Applicants should

reside in the greater Washington, DC, metropolitan area or be willing to relocate. This position involves primarily daytime, weekday hours on a consistent schedule to be identified with the individual.

WACA provides equal employment opportunities to all employees and applicants for employment without regard to race, color, ancestry, national origin, gender, sexual orientation, marital status, religion, age, disability, gender identity, results of genetic testing, service in the military, or any characteristic protected by applicable law. WACA is committed to building and fostering a culture where all employees, members, volunteers, and interns have an opportunity to contribute to the mission and success of the organization and are valued for their unique perspectives and the experiences they bring to the table.

### **Compensation**

The salary range identified for this position is \$23.07 to \$27.40/hour (\$47,985 to \$56,992 per year), commensurate with education and experience. Additional benefits include paid health, dental, and vision insurance coverage, employer contribution to a 403(b) retirement plan, opportunities for professional development, and paid vacation, holidays, and sick leave.

### **To Apply**

Please email a cover letter, resume, writing sample of no more than 500 words, and a list of three professional references to Matthew Hughes [mhughes@worldaffairscouncils.org](mailto:mhughes@worldaffairscouncils.org) with "Marketing & Communications Coordinator Application" as the subject. Please send all attachments as a single, combined PDF file. For priority consideration, applications should be received no later than Friday, May 26, 2023.

## **World Affairs Councils of America**

1010 Vermont Ave. NW, Suite 516, Washington, DC 20005

[www.worldaffairscouncils.org](http://www.worldaffairscouncils.org)