



WORLD
AFFAIRS
COUNCILS of
AMERICA

Job Description

Communications and Marketing Associate

Washington D.C.

WHO WE ARE

The **World Affairs Councils of America** is a nonpartisan nonprofit 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 90 World Affairs Councils 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.

POSITION SUMMARY

WACA is looking for a mission-driven and member-focused individual to join a team of four as the Communications and Marketing Associate. The Associate coordinates public relations and marketing efforts for WACA national flagship programs – both internally (newsletters to member Councils and the national Board of Directors) and externally (including media, news stories, issuance of press releases, website updates) – and other initiatives to support WACA and our Council Network. In addition, s/he assists in the development and execution of local Council communication pieces to ensure consistent, aligned national messaging. This is a full-time position based in Washington, DC.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The Communications and Marketing Associate will be responsible for contributing to our organization in the following ways:

- Develop, implement, and refine communications and marketing strategy for the WACA National Conference, Academic WorldQuest (AWQ), 1918 Society, and other flagship programs to achieve the greatest impact
- Write and edit regular electronic newsletters and other communications to Council leaders, Board Members, donors, volunteers, and supporters
- Manage and create content for the WACA website
- Develop ways of aggregating and circulating Council news and programs 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
- 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 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; work collaboratively with the CEO, staff, and Council colleagues
- Adhere to WACA performance standards, employee policies, and procedures
- Other duties as assigned

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

Phone: (202) 833-4557 Email: waca@worldaffairscouncils.org Website: www.worldaffairscouncils.org

QUALIFICATIONS

The successful candidate will have:

- A Bachelor's Degree in Communications, International Relations, or similar field. Study abroad and/or work experience abroad preferred
- At least 1-3 years' experience in communications and building relationships with government, business, and/or community members and leaders
- Demonstrated leadership skills and/or supervision experience preferred.

KNOWLEDGE, SKILLS, AND ABILITIES REQUIREMENTS

- Ability to write in a creative, descriptive, and factual manner
- Strong skills with social media and creating graphics
- Website layout, content, and basic design skills
- 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 the Google Suite, 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 waca@worldaffairsCouncils.org by Wednesday, June 22, 2022:

- Resume
- Cover Letter
- Brief writing sample (2 pages max)