



JOB DESCRIPTION

COMMUNICATIONS COORDINATOR

Organization Overview

Together Women Rise is a powerful community of women and allies dedicated to achieving global gender equality. We have hundreds of chapters across the U.S. where members come together to learn about gender equality issues, give grants to organizations that empower women and girls in low-income countries, and build community to forge meaningful connections with each other and with women and allies around the world.

Position Summary

Reporting to and in partnership with the Communications and Membership Director, the Communications Coordinator will directly support communications efforts as Together Women Rise continues to grow. This position is a full-time, remote position, which will include occasional night and weekend hours for events.

Responsibilities

The Communications Coordinator is responsible for producing and coordinating communications materials with the goal of increasing understanding of Together Women Rise's mission and work with key stakeholders and increasing brand awareness.

A key responsibility of this position is planning, implementing, and monitoring a results-oriented social media strategy. This employee will also write and produce a variety of electronic communications such as monthly e-newsletters, targeted email blasts, blogs, and website content.

Essential Job Functions

Social Media

- Develop and curate engaging content for the organization's social media platforms, including Facebook, Instagram, Twitter, and LinkedIn.
- Interact with users and respond to social media messages, inquiries, and comments.
- Review analytics and create monthly reports on key social media metrics.
- Assist in the development and management of social media marketing and an influencer marketing strategy in order to increase brand awareness and grow Rise's community.
- Maintain unified brand voice across all social media channels.
- Continually review and evaluate social media analytics to determine and improve campaign success. Track the performance of social media campaigns.
- Keep abreast of the latest social media best practices and technologies.

E-Communications

- Oversee all aspects of monthly e-newsletter, including:
 - Developing newsletter schedule/deadlines.
 - Planning content, in collaboration with all staff.
 - Researching, writing, and proofreading copy.
 - Reviewing and editing content of others.
 - Obtaining/creating images.
 - Setting up and editing newsletter in MailChimp.
 - Continually improving content and design in order to engage members and donors.
- Scheduling, writing, and setting up targeted email blasts in support of Rise events and activities.
- Writing and editing blogs, as needed.

Website Content

- Writes copy for website.
- Ensures all website content is kept up-to-date.
- Ensures homepage is dynamic and continually changing.
- Regularly reviews website analytics and creates monthly reports on website use.
- Continually audits the website for improvements.

Events

- Coordinates Rise's monthly webinars, including:
 - Scheduling and coordinating with speakers
 - Preparing agendas
 - Providing tech support
 - Post-event follow-up.
- Assists the Communications & Membership Director with other online and in-person events, as needed.

Additional Responsibilities

- Writes and edits copy for other communications/marketing materials (i.e. flyers, presentations, annual reports, videos, etc.).
- Supports the Communications and Membership Director with special projects as needed.
- Participates in cross-functional work-teams and other teams as appropriate
- Represents Together Women Rise in a positive way within the organization and in interactions with individuals and organizations external to Together Women Rise.
- Performs other job-related duties as assigned.

Required Minimum Education, Experience and Skills

- 2-3 years of experience in related role, including social media content development and marketing across multiple platforms.
- Excellent writing and editing skills.
- Passion for social media and excellent knowledge of social media platforms and best practices.
- Experience in web site management and e-communications.
- Strong verbal communications and interpersonal skills.
- Strong organizational and time management skills with the ability to multi-task.
- Extreme attention to detail.
- Proficient in Microsoft Office (Word, Excel, Outlook), Microsoft Office 365 and SharePoint, and online meeting platforms such as Zoom.

Preferred Education, Experience and Skills

- A bachelor's degree in communications, public relations, journalism, advertising, marketing or a related field
- Experience with WordPress websites and MailChimp.
- Experience in nonprofit communications.
- Proficiency in Adobe Creative Suite (InDesign, Photoshop, etc.).
- Understanding of SEO and web traffic metrics.

Compensation

This position is salaried, full-time, exempt role with an annual salary of \$38,000; commensurate with skills, knowledge and experience. Full-time benefits include paid time-off, holidays, and a flexible work schedule. A benefit stipend of \$550 per month in lieu of health coverage is provided.

Remote Work Policy

Together Women Rise has adopted a long-term remote work policy dedicated to its employee health and safety. Office hours: 9:00-5:00pm, Monday-Friday; with occasional nights and weekends

To Apply

Please submit a detailed cover letter highlighting your qualifications and experiences for the position along with a current resume and **two writing samples**.

Together Women Rise is committed to diversity, equity, and inclusion and strongly encourages women, people of color, individuals with disabilities, LGBTQ+ individuals, and veterans to apply. Together Women Rise is dedicated to the principles of equal opportunity. All qualified applicants will be considered without regard to race, color, religion, sex, pregnancy, gender identity, gender expression, sexual orientation, national origin, age, disability, genetic information or any other personal characteristic not relevant to the posted position.