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National Council of Negro Women, Inc. • ncnw.org • ncnwhq@ncnw.org
633 Pennsylvania Avenue, NW Washington, DC 20004 • 202-737-0120

Job Announcement

Position: Community Outreach Specialist

Reports to: Executive Director

Job Type: Full time, Exempt

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Organization Mission

The National Council of Negro Women's mission is to lead, advocate for, and empower women of African descent, their families and communities.

JOB SUMMARY

We seek a highly motivated, experienced individual to take on the outreach, messaging and coordination with community partners, affiliates and the public. Under the direction of the Executive Director, the Community Outreach Specialist coordinates and manages the day-to-day communication activities associated with programmatic activities to support NCNW's activities, mission and goals. The Community Outreach Specialist will implement strategies in collaboration with the rest of the programs team and spearhead projects. The position will primarily work on health and civic engagement projects.

RESPONSIBILITIES

- Establish and drive a multi-channel programmatic communications strategy.
- Write op-eds.
- Produce testimony, one-pagers, press releases, and other written content and research.
- Work with Communications team to develop and implement brand voice and maintain brand integrity across all platforms.
- Develop contacts with media members, influencers, and community leaders.
- Assist in the creation of digital, video, audio and print content.
- Track engagement across various platforms and make data-driven decisions.
- Manage presence at industry events, trade shows, and conferences.
- Develop print materials, website content, presentations and displays to be used in partner recruitment and community outreach efforts.
- Plan and host events and trainings
- Work with Membership team on plans to engage NCNW membership in programmatic activities
- Cultivate relationships with community
- Collaborate with Membership team to improve membership experience

Qualifications/Skills

- Demonstrated background in copywriting, graphic design, layout, and publishing
- Strong written and communication skills
- Demonstrated knowledge and proficiency with communications technologies

Founder: Dr. Mary McLeod Bethune

President & Chair Emerita: Dr. Dorothy Irene Height (1957-2010)

Chair of the Board and 7th President: Dr. Johnnetta Betsch Cole

Executive Director: Janice L. Mathis, Esq.

Chief Administrative Officer: Krystal Ramseur, MPA



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- Working knowledge of content management systems, HTML coding, and digital graphics production
- Familiarity with social media platforms and social media marketing
- Experience with search engine marketing, Google Analytics, and Google AdWords
- Impeccable copywriting and copy editing abilities
- Strong leadership track record
- Excellent verbal communication and presentation skills
- Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)

Education and Experience Requirements

- Bachelor's degree in communications, marketing or a related discipline
- 5-plus years of communications, marketing or public relations or related experience
- Experience managing digital content
- Proficiency with Microsoft Office (Excel, PowerPoint, Word)
- Established media relations a plus

Salary: \$57,000- \$67,000/ year

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