



ncnw
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633 Pennsylvania Ave NW, Washington, DC 20004 • ncnw.org • ncnwhq@ncnw.org

Job Announcement

Position: Digital Content Specialist

Reports to: VP of Public Affairs

Job Type: Full-time, Exempt

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

NCNW seeks a highly motivated, experienced individual to take on the increasing brand awareness through the effective use of social media and press relationships, website content management, and coordination with news affiliates in all the major platforms. Under the direction of the VP of Public Affairs, the Digital Content Specialist develops and executes the day-to-day communication to support NCNW's media activities, mission and goals. The Digital Content Specialist will implement strategies in collaboration with the rest of the Public Affairs team.

RESPONSIBILITIES

- Utilize social media marketing tools to create and maintain the NCNW's brand
- Analyze the company's digital marketing plan and social media strategy; identify strategic weaknesses; and make recommendations for improvements
- Research social media trends and inform management of changes that are relevant to the NCNW's marketing activities
- Work with the Public Affairs team to develop and implement brand voice and maintain brand integrity across all platforms.
- Research different topics, proofread the content, and compile strategies to attract new audiences.
- Develop contacts with reporters, influencers, and community leaders.
- Identifying press opportunities to increase NCNW's visibility in major markets and during collaborative events and specified projects.
- Track engagement across various platforms and make data-driven decisions.
- Evaluate media efforts results and prepare measures of success.
- Manage presence at industry events, trade shows, and conferences.
- Develop and assist in the design of print materials, website content, presentations and displays to be used in partner recruitment and community outreach efforts.
- Capture photos during events
- Collaborate with the membership and development teams to improve the NCNW experience online.
- Provide daily updates to all content platforms including website and social media accounts.
- Ensure the website content remains accurate and up to date

Dr. Mary McLeod Bethune, Founder
Dr. Dorothy Irene Height, President Emerita

Shavon Arline-Bradley
President & CEO

Dr. A. Lois Keith, National Chair

Krystal Ramseur, MPA
Chief Operating Officer

Contributions are tax deductible.

- Create, develop and manage content for NCNW's web presence (requires working with content management software)
- Coordinate web projects across departments
- Maintain a consistent NCNW branding across all digital properties
- Working with a cross-departmental team, maintain and develop the master content calendar for all web properties
- Copyedit and proofread all web content
- Assist with all other communications-related tasks as assigned

Qualifications/Skills

- Demonstrated background in copywriting, editing, interpreting information, and creating policy briefs for later use
- Impeccable copywriting and copyediting abilities
- Be detail-oriented, highly organized, with a keen eye for consistency
- Be able to work effectively in a collaborative team environment, and independently as required
- Have a strong desire to learn and add value to the team
- Strong written and communication skills
- Demonstrated knowledge and proficiency with communications technologies
- Familiarity with social media platforms and social media marketing
- Experience with search engine marketing, Google Analytics, and Google AdWords
- Strong leadership track record
- Excellent writing, organizational, verbal communication and presentation skills
- Flexibility to complete tasks occasionally after work hours and/or weekends

Education and Experience Requirements

- Bachelor's degree in English, communications, journalism, public affairs, graphic design or related field preferred.
- Candidates with 3+ years of communications, marketing, public and media relations or related experience/education
- Experience managing digital content
- Proficiency with Google applications (Drive, Mail, Calendar, etc.) and Microsoft Office (Excel, PowerPoint, Word)
- Proficiency with Canva, Adobe Creative Cloud applications, and live streaming/virtual platforms (Zoom, Streamyard, etc.) a plus
- Established media relationships a plus

Salary: \$60,000 to \$65,000 year

Applicants should send their cover letter, resume, two writing samples and one digital sample to jobs@ncnw.org.