

JOB TITLE: Communications Specialist

LEVEL: Staff Position or Contractor or Eligible Firms

LOCATION: Washington, DC

REPORTING TO: Chief Marketing Officer

ORGANIZATIONAL INFORMATION:

WEConnect International, a member-led global non-profit, helps women-owned businesses access and succeed in global value chains. Since 2009, WEConnect International has provided business education, certification, and business connections to companies based outside the United States that are at least 51 percent owned, managed, and controlled by one or more women. WEConnect International member buyers represent over \$1 trillion in annual purchasing power and are true pioneers in inclusive sourcing and global supplier development. <http://www.WEConnectinternational.org>

JOB SUMMARY

WEConnect International is looking for a hands-on, highly motivated, individual to drive communication plans tied to strategic objectives, support tactical execution and reporting while working with the CMO and CEO for organizational communications efforts. The position is a fast paced, high pressure role requiring the ability to manage various stakeholder needs in many areas, daily or hourly prioritization, responding to media and participating real time in events. The appropriate candidate is an individual who thrives in such an environment. The candidate should have hands-on experience with developing (writing, graphics, messaging) compelling social media/web content to increase followers and engagement to both Business to Business (B2B) and Business to Consumer (B2C) audiences.

ESSENTIAL DUTIES

Create, develop, and execute effective international communications to be delivered through media relations and social media efforts and that will help the organization attract new funding opportunities, member buyers and women-owned businesses. The role will also support thought leadership and communications planning with the CMO as well as the CEO's speaking engagements including live posting during the events and pre/post social media posting to support.

COMMUNICATIONS DEVELOPMENT AND SUPPORT

- Create organic social media content to provide tactical support to events
- Monitor and assess relevant tracking metrics, offer solutions to improve overall metrics
- Identify trends and growth opportunities to increase presence and awareness of organization and mission
- Write clear and persuasive copy for both B2B and B2C audiences
- Write organizational blogs, social posts, email, promotional materials
- Edit and proof materials
- Work closely with global team members to develop written materials, including blog posts, press releases, by-lines and talking points
- Support executive thought leadership, including identifying conferences and speaking opportunities, drafting opinion pieces, and developing social media content

EXECUTION MANAGEMENT

- Regularly review existing digital content, update with internal subject matter experts where necessary and consistently monitor and provide evaluation reports
- Ensure social media executions are part of an integrated communications effort with consistent messaging of organizational strategy and brand
- Monitor industry media coverage, identify opportunities for media engagement, pitch reporters
- Manage the company's online presence, including developing and posting social media content, identifying opportunities to increase engagement on social media, and update website
- Write reports summarizing major event or campaign efforts
- Create continuous process improvements
- Analyze and interpret data from Google Analytics and other analytics from social channels, web and mobile as well as press hits and monitoring

HANDS-ON SKILLS & EXPERIENCE

- Prefer 5+ years of experience with social media platforms Facebook, Twitter, LinkedIn and Instagram, including SEO, Google Analytics, WordPress
- Experience with social media marketing and media outreach support required
- Experience in creating social media content
- Creative message development and writing for telling compelling stories
- Familiarity with WordPress and social media platforms such as Hootsuite, social listening etc.
- Excellent project management skills
- Email marketing experience with Constant Contact or similar platform a plus

ADDITIONAL QUALITIES

- Is highly analytical and data driven, paying careful attention to details
- Ability to independently resolve issues using internal and external resources
- Highly adaptable and able to prioritize and pivot as needed
- Thrives working in a fast-paced environment and able to communicate/collaborate across internal teams
- Is an energetic and highly motivated self-starter
- Able to foster cooperation among partners
- Global perspective, ability to work cross-culturally, manage multiple concurrent projects

EDUCATION & TRAINING

- Bachelor's degree
- International experience preferred

APPLICATION REQUIREMENTS

1. **Submit a single PDF document that includes both your cover letter and resume. RESUMES WITHOUT A COVER LETTER WILL NOT BE CONSIDERED.** Please feature how your experience, skills, and requirements are relevant to this job description and include your salary requirements in the cover letter if you want to be considered.
2. Use Email Subject Line: Communications Specialist - Your First and Last Name.
3. No phone calls please. We regret that we are unable to respond to individual inquiries about the position. WEConnect International is an Equal Opportunity Employer.