



## Communications and Development Manager

**Job Type:** Full-time

**Location:** Remote; must live in the U.S., be authorized to work in the U.S. (we are not able to provide sponsorship), and be available during P.T. to E.T. time zones

**Salary Range:** \$50,000-55,000 USD depending on geography and experience

### Summary

The Communications and Development Manager plays an integral role in expressing the Women's Impact Alliance (WIA) brand and its mission, for the purposes of growing the movement and supporting the organization's financial sustainability. This role includes both developing the overarching strategy and implementing the day-to-day tactics for all messages that need to be communicated to various audiences across WIA's newsletter, social media channels, and other relevant channels.

The ideal candidate will be a highly organized and self-motivated strategic thinker, as well as an excellent writer with a strong attention to detail and design. They will demonstrate a passion for WIA's mission to unleash the potential and increase the influence of women leaders in social and environmental change globally. The role reports to the Executive Director.

### Responsibilities

- Develop an integrated external communications plan and content calendar, taking into account messaging needs across the organization – from program recruitment to fundraising campaigns – that includes data tracking and analysis
- Write, build, and publish WIA's newsletters in Mailchimp to send to its various external audience segments
- Manage Mailchimp newsletter audiences, ensuring our subscriber data stays up-to-date
- Run WIA's social media (currently Instagram and LinkedIn), posting on a consistent basis and creating graphics and supporting visual assets as relevant
- Collaborate with WIA's graphic design contractor to request and craft more complex graphics that accompany various communications



- Manage, collaborate with, and support WIA's digital marketing agency.
- Help plan WIA's Global Ignite and Empower Hour Sessions. Oversee the logistics surrounding these sessions. This involves helping identify speakers; meeting with the speakers to organize the sessions; creating the calendar invitation and Eventbrite for the session; publicizing and securing registrations; facilitating parts of the sessions; and sending follow up messages after the event.
- Oversee the logistics of other externally-focused events
- With support from WIA's Executive Director, lead the implementation of communications surrounding three annual fundraising campaigns
- Keeping WIA's donor CRM updated with donor information, donations, and donor communications
- Serve as the point person for grant writing opportunities, liaising with the organization that WIA contracted to support us and providing them with any necessary content and materials to support their efforts
- Serve as the "keeper of the WIA brand," ensuring all of our messaging, presentations, graphics, etc follow WIA's Style Guide
- Identify and establish content partners who will share our efforts and help us reach new communities of potential Catalysts

### **Qualifications**

- At least ~3 years of prior experience running several parts of the communications responsibilities listed above in another nonprofit or impact business
- 2-3 years of marketing writing experience
- Experience managing newsletter platforms, ideally Mailchimp
- Experience running social media campaigns
- Experience with graphic design tools like Canva
- Experience working collaboratively with a graphic designer
- Able to learn new software programs
- Experience working with a marketing agency

**Benefits**

- 6 months of leadership coaching
- Unlimited time off, based on timing and approved by manager
- Learning opportunities through internal and external courses and programs

**How to Apply**

Interested applicants should send a resume and cover letter by email to [team@thewia.org](mailto:team@thewia.org). Please include "Communications and Development Manager" in the subject line.

Applicants must live in the U.S. and be legally authorized to work in the United States without requiring sponsorship.

**Timeline**

- Wednesday, August 21: Applications Open
- Monday, September 16: Applications Close
- October 7-11 - Offer extended