

Changing Woman Initiative (CWI)
Job Description
Social Media Specialist

Brief Description

Changing Woman Initiative's (CWI) Social Media Specialist will be a key member in the communication of the clinic and Board of Directors actions/views to the public. CWI's rapid growth has prompted us to commit to making social media and web communications a cornerstone of our growth plan.

In this position, you will be able to create innovative and exciting methods for public awareness and engagement. Through creative, clear and compelling web and social media communications, you will drive engagement and awareness of CWI's work globally. You will have the exciting opportunity to share amazing stories about midwifery, and the policy and advocacy work of CWI in Native American communities. We are looking for someone with a proven track record in growing and maintaining communities on social media.

Principal Duties and Responsibilities

- Implement CWI's strategic plan to grow social media audience for key demographics.
- Strengthen the CWI brand and engage our community on social media by producing creative and compelling content.
- Manage the day-to-day execution of social media messaging.
- Create strategy and help secure social media cause marketing and influencer partnerships.
- Update and maintain the CWI website (changingwomaninitiative.org), the CWI email newsletter, and the CWI blog.
- Create infographics, visually stunning content for Instagram, Facebook, etc. Experience with Canva or other graphic design platforms.
- Grow web traffic for changingwomaninitiative.org by evaluating and improving the site's SEO.
- Write clear, compelling communications (i.e. press releases and feature stories) for the web/CWI blog for targeted demographics.
- Work with the CWI to broaden awareness of CWI's work in the U.S and around the world.
- Other duties as assigned.

Education, Experience & Skills

- A proven track record in social media strategy and management.
- Experience planning, managing and executing successful social media campaigns.
- An associates degree and/or 2 to 3 years of experience in journalism, communications or related field.
- The ability to write creatively, clearly, and compellingly. An eye for detail and impeccable grammar.
- Experience with web publishing, HTML, SEO and basic content management systems.
- Able to work with minimal direction and supervision; independent and self-sufficient.
- Able to think strategically and are results driven.
- Ability and desire to work effectively in a fast-paced, team environment.
- Deep passion for CWI's mission.
- Team player with a positive and enthusiastic attitude.
- Must be organized, detail-oriented and deadline-driven.
- Programming knowledge, G Suite is a plus.
- Non-profit experience a plus.

Reports to: CWI Board of Directors - Reports directly to the CWI Board of Directors

Type: Part-time Contractor

Start date: Immediately

Location: Virtual/Fully Remote, 10-15 hours a week

How To Apply

Email a letter of interest including salary history, resume, writing sample to CWI Board of Directors Secretary, Shayai Lucero, at boardsecretary@changingwomaninitiative.com Please include "Social Media Specialist" in the subject line.

Salary commensurate with experience

Job Opens Monday, July 27th, 2020

Deadline by Monday, August 31, 2020

About CWI

Changing Woman Initiative is a 501(c)(3) non-profit organization with the mission to renew cultural birth knowledge to empower and reclaim indigenous sovereignty of women's medicine and life way teachings to promote reproductive wellness, healing through holistic approaches and to strengthen women's bonds to family and community.

Our future focus is to develop a culturally centered reproductive wellness and birth center. By creating a physical space for education and healing for Native American women, we feel this will help reclaim cultural identities through birth and motherhood that has been shaped through our cultures.

Our present focus is to provide culturally integrated healthcare for the Native American/Indigenous women and families in the communities we serve.

Anti-Discrimination Policy and Commitment to Diversity

CWI seeks individuals of all ethnic and racial backgrounds to apply for this position. We are committed to maximizing the diversity of our organization, as we want to engage all those who can contribute to this effort.