



## MARKETING AND COMMUNICATIONS STRATEGIST JANUARY 2016

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The Women Donors Network (WDN) seeks a full-time **Marketing and Communications Strategist** based in San Francisco.

WDN is building a more fair, just, and equitable world by leveraging the wealth, power, and community of progressive women philanthropists. We are a community of 200+ women with a purpose – together we connect, learn, and take action to further our shared vision of a better world. WDN builds a thriving and inclusive community, develops individual women donors to be their most powerful selves, supports the field with bedrock funding, and incubates high-impact initiatives that create long-lasting change.

We are looking for a new colleague to join a lean and powerful team. You'll have marketing and communications savvy with a strong visual aesthetic. You'll have demonstrated the ability to create effective and engaging written and visual content. We are organized and detail-oriented, so you should be, too. It's essential that you are both a team player and a self-starter. We want you to share our passion for social change and our entrepreneurial spirit. This is a job that is heavy on information-gathering and writing, with an emphasis on internal communications with our existing membership base. The position will also include some writing and strategy for our external PR work, which we do in collaboration with an outside firm.

We believe that a diverse staff is integral to our work. We strongly encourage and seek applications from women, people of color, and bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities.

### **JOB RESPONSIBILITIES**

Collaborate with our team on communications strategy and implementation, reporting to the Senior Director of Membership and Communications. Primary responsibilities include:

- Writing and sending out weekly WDN electronic newsletters
- Writing other regular digital communications to WDN members, our prospective member database, and our database of external partners and allies
- Creating content for and designing quarterly printed newsletters
- Developing and publishing social media content and managing the WDN and Reflective Democracy Campaign (*Who Leads Us?*) social channels
- Creating content (copy and visuals) for the WDN public website and blog
- Strategizing about how best to drive traffic and increase visibility for WDN, our initiatives, and our grantee partners
- Collaborating with Senior Director of Membership & Communications and external PR firm on press work, speaking opportunities for WDN leadership, and media outreach
- Communicating with WDN members, speakers, consultants, and other experts to help develop and prepare for high-quality programming via webinar, in-person regional events, and our Annual Conference
- Assisting with editing and proofreading of other WDN communications

## REQUIRED QUALIFICATIONS

- Bachelor's Degree in Marketing/Communications, Journalism, English, or a related field
- Minimum of 3-5 years in a communications role, with extensive content creation experience and firsthand knowledge of integrated communications campaigns
- Dynamic writing style
- Editing experience desirable
- Demonstrated values consistent with the mission and vision of WDN
- A strong working knowledge of social media
- Expertise in Microsoft Office – Word, Excel, and PowerPoint
- Familiarity with Salesforce and MailChimp a plus
- Experience with Keynote, Pages, Canva, Photoshop, and InDesign also preferable
- Highly organized with attention to detail and excellent time management skills
- Demonstrated ability to collaborate and work cross-functionally
- A self-starter with excellent writing, organizational, and interpersonal skills
- Flexibility and ability to handle changing priorities in a fast-paced environment

## COMPENSATION

WDN provides highly competitive compensation based on skills and experience, with excellent health, dental, vision, life insurance, vacation, and retirement benefits, and the possibility of occasional telecommuting. We offer a positive work environment that supports work-life balance. This position is fulltime, exempt and generally office-based. Daily hours of operation are from 8:30 am to 5:00 pm.

## HOW TO APPLY

To apply for this position, please submit the following materials to [apply@womendonors.org](mailto:apply@womendonors.org):

- Cover letter describing your interest and relevant experience
- Current resume, including salary history
- Three references with contact information
- Writing sample

*Materials should be submitted via email as **one single PDF attachment**. Please include **Communications & Marketing Strategist, Your Name** in the subject line of your email. Incomplete applications will not be considered.*

**Applications accepted until the position is filled. Absolutely no calls, please.**

*WDN is an equal opportunity employer. Applicants shall not be discriminated against on the basis of race, religion, sex, national origin, color, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, or marital status.*

*The working environment and physical demands of this position include the use of general office equipment; sitting or standing for extended periods of time; using a keyboard and mouse for extended periods of time; and hearing and vision within normal ranges for computer work.*

*Applicants with Disabilities: Reasonable accommodations will be made so that qualified disabled applicants may participate in the application process. Please advise us of your needs in writing at the time of application.*