



Communications & Marketing Coordinator

(\$18/hr, up to 25 hrs/wk)

The World Affairs Council is seeking a part-time Communications & Marketing Coordinator to manage and execute content across all organizational communications platforms - website, social media, email campaigns. The coordinator will lead digital execution—across email, website, and social media—of fundraising and engagement campaigns throughout the year.

Specific responsibilities for Communications and Marketing Coordinator:

- Write a variety of different content to support communications and marketing efforts, including newsletters, website copy, and brochures and press releases
- Produce primary email campaigns, soliciting content from internal sources, and manage review, testing, and sending.
- Work with team on communications strategies across channels as the primary drivers of WAC's messages, appeals, and website traffic, and to build brand and issue awareness.
- Create and update marketing materials and documents in support of fundraising, donor stewardship, and programs.
- Monitor analytics and create reports detailing the successes and failures of communications campaigns and strategies
- Perform outreach to press and media to help keep the organization top of mind and promote brand/mission awareness
- Attend all WAC programs/events

Qualifications for Communications Coordinator

- Attention to detail and problem-solving skills.
- Have excellent written, presentation, oral communications, and interpersonal skills
- Be a creative, analytic, and strategic thinker with good judgment and the ability to make independent and proactive decisions in a changing



environment.

- Strong knowledge of basic graphic design principles and content
- Superior time management and organizational skills and ability to meet deadlines
- Ability to work both independently and as part of a team
- Experience and knowledge of best practices for writing and publishing on different platforms such as Squarespace and social media
- Experience using CRM and marketing platforms
- Bachelor's degree in marketing, communications or journalism desired but not required

About the WAC:

The World Affairs Council of Kentucky & Southern Indiana (WAC) is a non-profit member-based organization whose mission is to promote cross-cultural awareness, education and tolerance through nonpartisan and quality programming on current international issues for the state of Kentucky and Southern Indiana. As a member of the World Affairs Councils of America, the WAC seeks to engage diplomats and experts across diverse fields to inform, stimulate and connect our community to the most pressing international issues of the day and prospects for the future. Through our Speaker Series, International Exchange and Global Education programs, WAC strives to be a leader in global exchange, dialogue and learning.

If interested, please send resume to xy.zhao@worldkentucky.org.