



## **Communications Assistant**

Part-Time | Raleigh-Durham, NC

### **SUMMARY**

As the Communications Assistant for WISER International, you will craft compelling and inspiring content in line with WISER's external communications and fundraising strategies while also playing a critical role in the management of our digital platforms. Reporting to the Managing Director of Programs, you will add your voice to WISER's inspiring mission as it is conveyed to our donors, supporters, advocates, and friends. This role offers multiple opportunities for the Assistant to lead the creation of critical WISER messaging and to drive digital strategy.

This is a one-year, part-time paid position beginning in January 2019. The position will pay \$10-15/hr and is commensurate with experience, or may be unpaid with course credit, at the applicant's request.

### **RESPONSIBILITIES**

- Become expertly familiar with WISER's voice, tone, and approach to storytelling.
- Write engaging copy for WISER communications, including social media content, blogs, newsletters, printed handouts, and more.
- Create an editorial calendar and manage WISER's presence on our website, newsletter, and Facebook, Twitter, and Instagram.
- Develop creative graphics that capture WISER's mission and impact for fundraising campaigns, donor communications, and external reports.
- Host WISER events on social media, including Twitter chats and Facebook live sessions, that increase WISER's visibility as an organization committed to addressing critical issues in international girls' education.
- Craft media plans containing content that is compelling and shareable for use by the WISER board and volunteers during critical fundraising campaigns.
- Utilize Google, Facebook, Twitter, and Mailchimp analytics to provide data-driven insight into strategies to increase engagement, reach, and audience size for digital platforms.
- Experiment with advertising, segmenting, and search engine optimization strategies to increase traffic to WISER's online platforms.
- Assist with donor stewardship through crafting project updates on WISER's digital fundraising platforms and managing donor data in WISER's online databases.
- Assist WISER staff with other administrative duties and opportunities as assigned.

## **REQUIREMENTS FOR APPLICANTS**

- Current student or graduate of a bachelor's or master's degree program in a relevant field, such as communications, visual and media studies, sociology, anthropology, public/global health, global/international studies, or gender/women's studies
- Must be currently located in the Triangle (Raleigh, Durham, Chapel Hill)
- Exceptional interpersonal, oral, and written communication abilities
- Passion for WISER's mission and interest in advancing girls' education, poverty alleviation, and community health and well-being
- Familiarity with Facebook, Twitter, and Instagram
- Consistent access to a personal computer and internet

## **PREFERRED FOR APPLICANTS**

- Previous experience with social media content and digital strategy for nonprofits
- Previous experience with graphic design or the creation of visual media
- Previous experience with WordPress, MailChimp, and web-based publishing, media, and analytics tools

## **SKILLS**

- You think of yourself as a hard worker, a self-starter, and as someone who is unafraid to take on new opportunities and responsibilities.
- You practice strong attention to detail and believe in reviewing your work and asking for feedback whenever it may strengthen your efforts.
- You have a good sense of humor and a ready willingness to take an uplifting and positive tone when appropriate.
- You have a strong sense of integrity and believe in producing the best work possible with the best effort you can muster.
- You have no trouble with (and sometimes enjoy) multitasking and can make steady progress on multiple projects simultaneously.
- You enjoy working independently and can adapt to work well in a small team.

## **TIME AND LOCATION**

The Assistant will be expected to work 5-10 hours per week for the duration of this commitment with the opportunity for flexible hours during the summer months. The Assistant may adapt their working hours to best fit their personal schedule on a week by week basis. This position is remote, but the Assistant is expected to be available for monthly in-person meetings during normal business hours with WISER staff in Research Triangle Park.

## **HOW TO APPLY**

**Please email your resume and cover letter to Zack Fowler ([zack.fowler@wisergirls.org](mailto:zack.fowler@wisergirls.org)) by 11:59pm ET on October 17th.** Applications received after this date will not be considered. All applicants will be contacted with an initial decision by October 24th. Applicants proceeding beyond the initial review period will be asked to participate in a short discussion by phone. Final candidates will be asked to submit a short writing sample and schedule an in-person interview in mid-November. The Assistant will be notified of their hiring by November 22nd.

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## **ABOUT WISER**

WISER works with girls to overcome the barriers that threaten their safety, health, and education. We believe girls have the power to lead change in their communities and we are committed to creating opportunities for them to do so. At the WISER Girls Secondary School in Muhuru Bay, Kenya, we provide girls with a holistic and high-quality educational experience including psychosocial counselling, access to university-quality science labs, leadership training, and more all while offering high-impact health and education programs for the Muhuru Bay community. To learn more, please visit [www.wisergirls.org](http://www.wisergirls.org).