



## **Job Opening: Digital Communications Assistant**

### **Position Overview:**

The Digital Communications Assistant is responsible for providing administrative support to the Communications Director. Writing and editing organizational and promotional materials will also be a crucial responsibility. In this role, you should be an excellent communicator with strong attention to detail. Administrative and social media marketing experience is a plus. Ultimately, your goal will be to help ensure clear communication of our company's message across all channels.

### **Organization Overview:**

POWER is a congregation-based community organization, founded in 2011 in Philadelphia, PA, for the purpose of amplifying the voice of the faith community and those on the margins to promote social justice in the policy arena. POWER is currently comprised of more than 65 racially diverse congregations of various faith traditions. POWER provides leadership development and organizing support to clergy and lay leaders in its member congregations to identify issues impacting their community and to devise organizing strategies to address them. POWER is an affiliate with the Faith in Action National Network.

### **Principal Duties and Responsibilities (Essential Functions):**

1. Maintains Communications Director's appointment schedule by planning and scheduling meetings, conferences, teleconferences, and travel.
2. Provides historical reference by developing and utilizing filing and retrieval systems; recording meeting discussions.
3. Maintains calendars, internet research, content production, typing, proofreading; photocopying; shredding, collating, taking messages, etc.
4. Prepares internal and external organizational documents for POWER staff, allies, volunteer members, and community members.
5. Represents Communications Director by attending meetings in Communications Director's absence; speaking for the Communications Director.
6. Creates regular reports and update internal communications databases and documents.
7. Assists with brand and messaging strategy across all campaigns.
8. Assists with building online organizing platforms and strategies on social media and other digital platforms.
9. Assist with digital communications efforts in support of state and regional policy campaigns to maximize press coverage, drive media outreach, develop digital strategies for external communications, and develop and nurture relationships with leaders of online platforms
10. Work closely with multi-faith, multi-racial clergy and people directly impacted by racial and economic inequality to bring a faith voice to all internal and external communications
11. Assists in training staff, clergy, and volunteer leaders in strategic communication practices
12. Creates compelling and creative visuals to advance social justice; video, photo, art
13. Ensures communications strategies are data driven, tracking performance metrics
14. Guides the design and implementation of POWER's public communications strategies including traditional media outreach and digital organizing.
15. Produces and distributes POWER's marketing and media communications, including but not limited to media advisories and press releases, social media, e-blasts and e-newsletters, and other promotional materials (e.g. hard copy brochure, videos, etc).

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16. Works closely with Communications Director to develop a coherent public narrative for POWER's community organizing work, including how to shift dominant narratives about issues and systems POWER seeks to transform.
17. Supports staff and members to develop concrete media strategies for issue campaigns.
18. Supports Communications Director in the design, coordination and preparation of media events.
19. Guides strategy for use of POWER's email lists and e-advocacy tool (Salsa), including working closely with Data staff to ensure proper maintenance/updating of supporter records.
20. Provides training and consultation to staff and key lay and clergy leaders on media, messaging, social media, and digital organizing skills, including use of e-advocacy tools.
21. Meets/communicates regularly with staff peers to ensure that communications efforts are in concert with campaign goals and strategies.
22. Builds and provides ongoing support to volunteer Media Team who assist in the crafting and implementing of messaging, media outreach and media event planning.
23. Regularly creates content for and updates organizational website.
24. Prepares regular reports on POWER's communications, including media hits, social media, website and Salsa analytics, identifying insights and where progress is needed.
25. As needed, works with consultants and contractors to increase capacity for areas of communications work, including but not limited to media relations, digital organizing campaigns, graphic design, web design, video production, etc.
26. Takes pictures and/or video to document POWER events, or maintains relationships with professional photographers/videographers to contract with for special events and develops a cadre of volunteers to do these tasks.
27. Maintains media catalog to track POWER's media documentation.
28. Writes and submits weekly staff progress report.
29. Other Administrative functions vary and may include administrative support on an as needed basis, managing requests in the absence of the Communications Director, bank/post office/ errands, some small event planning, word document and excel spreadsheet projects, maintaining employee phone list, various projects.
30. Other duties as required

## Supervision Received:

Supervised by Communications Director.

## Supervision Exercised:

None

## Qualifications & Skills:

- Bachelor's degree preferred but not required. Two years of related experience and /or training; or equivalent combination of education and experience required.
- Strong grasp of strategic communications and storytelling strategy, including how to create strong messaging for community organizing campaigns
- Experience with and comfort with operating in a faith-based context, using faith-centered language and ability to effectively build authentic relationships with people of various faiths.
- Writes clearly and informatively; edits work for spelling and grammar; varies writing style to meet needs of audience; presents numerical data effectively.

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- Demonstrated ability to use or quickly learn a range of digital tools including but not limited to social media (Facebook, Twitter, etc.), e-advocacy tools and contact databases (e.g. VAN, Salsa, etc.), and Excel spreadsheets.
- Speaks clearly in positive or challenging situations; listens and gets clarification; responds well to questions.
- Ability to work independently and achieve outcomes with minimal supervision.
- Ability to prioritize and organize time and work with minimal supervision.
- Ability to facilitate meetings, informational sessions, and design and facilitate trainings.
- Demonstrated ability to collaborate and an openness to learning and sharing.
- Ability to juggle multiple priorities and mental agility to meet demands of fast changing environments.
- Strong interpersonal skills and ability to cultivate relationships with multiple stakeholders including media, funders, organizations, and members.
- Ability to work evenings and weekends.

## Physical Requirements:

- Frequent Standing
- Frequent Walking
- Regular Sitting
- Regular Seeing, Speaking, and Hearing
- Lifting or exerting force up to 10 pounds
- Fingering or manual dexterity
- Repetitive finger motion

**Successful candidates will have led compelling digital communications efforts for grassroots, political, public relations firms, news media outlets, or other advocacy based non-profits.**

## You should be able to:

- Work at campaign pace without sacrificing quality
- Manage multiple projects concurrently, prioritizing work effectively on deadlines
- Pitch campaign and issue-based stories to local and national media
- Write compelling organizational and campaign copy under tight deadlines
- Draw on an intersectional analysis of racialization and other forms of oppression
- Experience digital online platforms like; Wordpress, Salsa, HTML, CSS, Photoshop
- Possess compelling storytelling capabilities to transform information into visual (video, photo, and graphic) and interactive executions, facility with Adobe Creative Suite (InDesign, Photoshop, etc.), video-editing software (Final Cut, etc.)
- Update and maintain POWER social media presence, including daily monitoring, posting, scheduling and reporting social media platform updates
- Write and manage e-blasts and e-newsletters
- Draft press releases, media alerts, op eds, and letters to the editor
- Design flyers, graphics, e-vites and other marketing materials
- Update the organization's website on a "as needed" basis

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## Qualifications:

- Bachelor's degree in English, Marketing, Communications, Advertising, or Public Relations preferred but not required.
- Two years of related experience and /or training; or equivalent combination of education and experience required.
- Experience with and comfort operating in a faith-based context, using faith-centered language and ability to effectively build authentic relationships with people of various faiths.
- Strong grasp of strategic communications and storytelling strategy, including how to create strong messaging for community organizing campaigns.
- Must be computer literate (working knowledge of Word, PowerPoint, Excel).
- Proficiency in Adobe InDesign and Photoshop highly desired.
- Demonstrated ability to use or quickly learn a range of digital tools including but not limited to social media (Facebook, Twitter, etc.), e-advocacy tools and contact databases (e.g. VAN, Salsa, etc.), and Excel spreadsheets.
- Knowledge of HTML, website content management and graphic design a plus

## Preferred Skills:

- Experience working with low-income and/or immigrant communities of color.
- Possess excellent written and oral communication and interpersonal skills.
- Ability to communicate in a professional manner with community contacts.
- Ability to work well independently, and within a team.
- Ability to prioritize and organize time and work with minimal supervision.
- Commitment to cultural sensitivity and respect for differences.
- Cultural competence to work in a multicultural, multi-faith environment.

This position is based in Philadelphia. You must be able to work in the Philadelphia office. POWER is an equal opportunity employer committed to diversity in its staff, and offers a competitive salary and generous benefits. Join the POWER family to advance social justice and improve the lives of millions.

**Deadline:** Interviews begin September 2018

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## APPLICATION PROCEDURE:

Please send applications to [info@powerinterfaith.org](mailto:info@powerinterfaith.org) with the subject line "Digital Communications Assistant." Please include the following three (3) documents in your e-mail:

1. An electronic file of your resume (preferably in PDF) including 3 professional references.
2. A cover letter stating why you would be the ideal person for this position.
3. Three writing samples demonstrating writing skills and three visual samples demonstrating design skills (brochure, urgent action e-mail, video and graphic).

If you have any questions or need additional assistance please contact [info@powerinterfaith.org](mailto:info@powerinterfaith.org).