Communications & Marketing Manager
($20/hr, up to 25 hrs/wk)

The World Affairs Council of Kentucky & So. Indiana (WAC) is seeking a part-time Communications & Marketing Manager to develop and drive marketing and communication strategy with support from the Communications & Marketing Manager. This role will oversee management and promotion of WAC’s brand position and develop strategic communication plans to support brand awareness, fundraising and engagement campaigns throughout the year.

WAC is committed to building a diverse team and strongly encourages applications from candidates of color and historically underrepresented groups.

Specific responsibilities for Communications and Marketing Coordinator:

- Work with WAC’s board and executive director to develop brand position and promote general brand awareness.
- Work with stakeholders to conceptualize and execute (including content development) marketing strategy for WAC events, fundraising, donor stewardship, and programs.
- Plan and execute primary email campaigns, including newsletters; assess and refine content and delivery methods to maximize readership.
- Collaborate and advise team on communication tactics across channels as the primary drivers of WAC’s messages, appeals, and website traffic, and to build brand and issue awareness.
- Monitor analytics and report performance of campaigns and web with an eye on assessing and refining practices.
- Manage CMS and educate staff on best practices for SEO and other digital asset management.
- Act as media contact and WAC spokesperson; strategically engage press and media and stay aware of current events to help keep the organization top of mind and promote brand/mission awareness.

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.
• 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 or advanced degree in marketing, communications, digital media, journalism or similar.
• At least one year of experience in a marketing and/or communication-focused role.

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 and cover letter to xy.zhao@worldkentucky.org.