Strategic Communications and Web Development Assistant

About the Serviced Women’s Action Network (SWAN): SWAN’s mission is to connect support and advocate for service women; past, present and future. SWAN is a member-driven community network that amplifies the voices of military women, draws attention to their unique needs and advocates for solutions to meet their needs.

Position Description: The primary responsibility of the Strategic Communications and Web Development Assistant is to assist in the development and implementation of external communications, institutional media campaigns, and website maintenance and enhancements. Strong candidates should have, or are currently completing, a degree in Communications, Marketing, Web Development, Multimedia, IT, or a related field.

Major Duties and Responsibilities:
- Continually update and research new trends/improvements for SWAN website and other SWAN products;
- Help facilitate and implement SWAN online marketing and outreach strategies, including social media and web platforms;
- Build community interest and momentum through Facebook, Twitter, LinkedIn, YouTube, the SWAN Network and other social media channels by posting updates, engaging conversations and discussions, and increasing the number of followers;
- Assist the team with drafting and proofreading external email campaigns, event and marketing materials, and other outreach efforts;
- Research the social media landscape and build compelling outreach programs to actively engage targeted communities and develop critical marketing strategies;
- Monitor, track, and share analytics and insights into community audiences and online conversations with team;
- Explore new web and social media tools and implement best practices;
- Monitor the SWAN Network and keep the member list active and up to date;
- Help coordinate communication between SWAN and Coalition partners.

Qualifications:
- A functional knowledge of WordPress or similar platforms;
- Experience with email marketing tools such as EveryAction and Eventbrite, etc;
- Innovative ideas and experience working and building campaigns with social media platforms such as Facebook, Twitter, LinkedIn, and Instagram;
- Experience working with CSS and HTML; PHP and JavaScript a plus;
- Reliable communication and collaboration skills;
- Ability to edit, produce, and design content a plus;
- Experience with web hosts, databases, and server-side IT experience preferred;
- Proficiency using Photoshop, Publisher, Premiere, etc a plus;
- Veteran status is a plus;
- Must be fluent in English or a native speaker.
Compensation: A small monthly stipend is provided at the rate of $500 a month for part-time support (15 hours/week), or $1,000 a month for full-time support.

How to Apply:
Please send your resume, a graphics and/or writing sample (1-3 pages), as well as a cover letter to info@servicewomen.org with “Communications and Web Assistant” in the subject line. Applications will be reviewed on a rolling basis.