

## JOB DESCRIPTION

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### U.S. GLOBAL LEADERSHIP COALITION DIGITAL MEDIA ASSOCIATE

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The U.S. Global Leadership Coalition (USGLC) is seeking an experienced Digital Media Associate. This position will be responsible for the USGLC's Website, Social Media Campaigns, Electronic Communications, and Written Communications. The position will report to the Communications Director and reside in Washington, D.C.

#### Responsibilities will include:

- **Website Management** – Maintain the USGLC's website using creative, multi-media elements and provide direction to web development vendor. Responsible for maintaining fresh content and monthly metrics reports. Knowledge of WordPress CMS system a plus.
- **Social Media Strategy and Development**– Develop an overall strategy for social media within the organization, with existing and/or new tools. Create content and develop campaigns for USGLC social media components, including the Global Impact Blog, and Twitter and Facebook accounts.
- **Electronic Communications** – Assist in developing effective e-communications and managing new media campaigns. Knowledge of Convio or other bulk email/database management software a plus.
- **Produce Written Materials** – Assist in the design and formatting of USGLC products, both online and print, and contribute at times to writing projects such as opinion editorial and blog postings. Proficiency with Adobe design products, including InDesign, Photoshop and Illustrator, as well as some photography/video editing skills is a plus.
- **Assist Communications Director** – Provide support to the Communications Director in media outreach, news monitoring, press events and other assignments as necessary.

#### Position Requirements:

The position requires at least 3-4 years of communications and website experience in a non-profit, campaign, trade association, Congressional office or similar environment. Excellent writing and organization skills and strong understanding of new media and other on-line technologies for advocacy communications required. Proficiency with web-based content management systems, website and blog maintenance strongly preferred. Knowledge of international development and foreign affairs a plus. Experience with photography, video production and web design also desirable. Salary will be commensurate with experience and qualifications.

#### About the USGLC:

The [U.S. Global Leadership Coalition](http://www.usglc.org) (USGLC) is a broad-based influential network of 400 businesses and NGOs; national security and foreign policy experts; and business, faith-based, academic and community leaders in all 50 states who support the "smart power" approach of elevating diplomacy and development alongside defense in order to build a better, safer world.

***Candidates for the position should send their resume to [jobs@usglc.org](mailto:jobs@usglc.org). Please reference "Digital Media Associate" in the subject. Short listed candidates will be contacted. No calls please.***