

NATIONAL WIC ASSOCIATION, NWA
JOB DESCRIPTION AND PERFORMANCE EVALUATION STANDARDS

POSITION: **Communications and Reporting Assistant**

DURATION: August 1, 2016 – September 29, 2017

REPORTS TO: Communications, Media, and Marketing Coordinator; Program Associate

RESPONSIBILITIES: The Communications and Reporting Assistant is responsible for assisting with carrying out communications and reporting components of Community Partnerships for Healthy Mothers and Children project and assisting with general NWA communications activities.

40% General National WIC Association Communications

1. Assists with developing E-publications, including email blasts and blog posts
2. Assists with formatting fact sheets and position papers
3. Assists with advocacy communications campaigns and strategy
4. Assists with Implementing weekly communications schedule which includes email blasts, blogs, and social media
5. Assists in creating guidelines for spokespersons, logo use, style guide, and digital campaigns
6. Performs other duties as assigned

60% Community Partnerships for Healthy Mothers and Children Project

(Project details can be found here: <http://www.greaterwithwic.org/>)

7. Assists with project communications activities
8. Drafts project communications pieces
9. Assists with posting content to social media and adding content to E-publications
10. Performs monthly and quarterly data entry into reporting database
11. Maintains monthly media impressions worksheet
12. Assists with data-mining for TA needs and themes from sub-recipient quarterly reports, and communicates each quarter's findings to CDC project team
13. Performs other duties as assigned

QUALIFICATIONS/REQUIREMENTS: Holds a Bachelor's of Science or Arts degree with some relevant experience in communications and data organization/data entry. Must have ability to organize and manage work effectively, independently and work well with a team. Must have strong oral and written communication skills and interpersonal skills.

PREFERRED: HTML experience; familiarity with Adobe Creative Suite; digital outreach experience

TO APPLY: Please send resume, cover letter, and writing sample to Elisabet Eppes at eeppes@nwica.org. The position is open until filled.