



Advocacy for Human Rights in the Americas

WOLA Job Opening: Digital Communications Officer

The Washington Office on Latin America (WOLA) seeks a detailed-oriented Digital Communications Officer to provide support for the Communications Team and optimize WOLA's web presence across platforms. S/he will have initiative, excellent problem-solving skills, the ability to communicate effectively in both English and Spanish, and a passion for new media. The position brings a committed individual into contact with the human rights and foreign policy communities in Washington and Latin America.

WOLA is an organization where everyone is self-motivated, goal-oriented, and passionate about their work. We are committed to what we do. Our leadership works hard to support us with a culture of innovation, collaboration, and excellence. WOLA was recognized by *Washingtonian Magazine* in 2013 as one of DC's "Best Places to Work" and by *The Washington Post* in 2009 as one of DC's best-managed nonprofits.

WOLA has a full-time staff of twenty, plus seven interns, and five senior fellows.

RESPONSIBILITIES:

1. Manage and maintain WOLA's online presence (website, Facebook, Twitter, blogs, and other online platforms).
 - a. Monitor website and social media statistics for strategy sessions and grant reports.
 - b. Work with our web developer to implement changes to current website.
 - c. Coordinate the development of a new website.
2. Work with program staff to promote blog posts and other materials.
3. Manage Google AdWords account.
4. Draft and copy-edit letters, press releases, opinion pieces, blog posts, and publications.
5. Assist with video shooting and editing, live webcasts, audio recordings, and podcasts.
 - a. Provide camera/livestream trainings for interns and Program Assistants each semester, and as needed.
6. Produce basic design products (such as posters, ads, or logos).
7. Work closely with the Communications Director and WOLA staff to integrate digital/social media strategies into advocacy campaigns and events.
8. Assist the Communications Director in press outreach efforts.
 - a. Use press database to compile lists for mass electronic mailings.
 - b. Track all press hits and media mentions.
 - c. Research reporters, outlets, and blogs covering specific issues for more targeted outreach.
 - d. Draft outreach emails, coordinate meet-and-greets, and assemble WOLA press kits.
9. Other duties will be assigned depending on the needs of the Director and the Communications Team.

QUALIFICATIONS:

1. 1-3 years of experience in the digital communications field.
2. A demonstrated commitment to human rights and social justice in Latin America.
3. Extreme attention to detail and the ability to see the big picture while functioning in the details.
4. Strong capability to work well under pressure and in a very fast-paced environment.
5. Bachelor's degree and English and Spanish fluency required (will be tested).
6. Strong written and oral communication skills required, including copy-editing.
7. Problem-solving skills, critical thinking, good judgment and troubleshooting abilities are essential.
8. Experience managing website and social media accounts, and ability to stay up-to-date on current trends.
9. Ability to think creatively and outside the box.
10. Basic knowledge of HTML.
11. Familiarity with Adobe Creative Suite.
12. Awareness of current events; avid news consumer.
13. Preferred experience with Google Analytics, Google AdWords, and knowledge of SEO best practices.

SALARY: \$42,000, 100 percent employer-paid health, dental, vision, and life insurance; three weeks annual vacation.

APPLICATIONS DUE BY: Open until filled

START DATE: January, 2015

TO APPLY: Please submit electronically, in English, the following in a single PDF document to

DigOffHire@wola.org:

1. Cover letter.
2. Resume.
3. Two-page English-language writing sample.
4. An example(s) of one of your work. This could be a website or a multimedia project, such as a video, info-graphic, or interactive graphic. Please send us your links in the body of your application email.
5. A list of two references with email addresses and daytime telephone numbers.

For more information, please visit www.wola.org. Only candidates authorized to work in the U.S. without any restrictions need apply.

- No phone calls or faxes please-

WOLA encourages application by minority candidates and is an equal opportunity employer.