

California Women's List Digital Communications Chair

Volunteer Description

Location: Anywhere in California (Remote)

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WHO WE ARE:

California Women's List (CWL) is a volunteer-run Political Action Committee that endorses, fundraises for, and elects women to public office in California. Our volunteer board runs the organization and each board member is committed to the mission and values of CWL. Our mission is to elect women who will make California more just and equitable for all. To support our mission we work to engage a robust network of donors to actively support our endorsed candidates and energize the next generation of women donors to make their voices heard.

WHAT YOU WILL DO:

Our board currently consists of 13 volunteers around the state, and we are looking for an additional board member to join the team during the third quarter of 2021 to focus on digital communications. This will include our social media platforms, email, and website.

The Digital Communications Chair will be responsible for running our social media pages, working with the communications team and design consultant to create content and proactively shape our online brand. The commitment is expected to be several hours per week, (including consistent monitoring and content contribution to social media accounts, sometimes daily).

In addition to helping to run the organization on a day to day basis, all board members are required to raise \$2,500 during a calendar year. With this new board member joining mid year, this amount will be adjusted appropriately.

All board members are required to attend quarterly board meetings and an annual retreat. Board members are also expected to regularly check their CWL email and Slack.

WHAT YOU'LL GET:

As a member of the California Women's List Board, you will be part of a history making team that is closer than ever to achieving gender parity in California's legislature. You'll help shape the movement of women pushing for equal representation in the largest, most diverse, most progressive state in America.

By shaping our digital communications, you will help shape the narrative of this movement and draw the next generation of women into it. You will learn about the intricacies of electoral campaigns and their communications. You will work with some of the incredible women shaping California politics today, electing women to office who will make more equitable policies for all.

WHAT YOU BRING:

- Commitment to the mission of California Women's List
- Passion for social media and digital communications
- Collaborative work style and excitement about working with a volunteer team
- Understanding of how much time and effort goes into creating engaging content that moves people to take action
- Knowledge of various social media platforms with an emphasis on Instagram
- Familiarity with strategies to help us reach new audiences and how to analyze our output to achieve organizational goals
- Comfort using canva, email marketing platforms, and other tools to create content that is line with existing brand guidelines
- Understanding of political nuance and solid judgement about sharing content
- Experience working with political campaigns, non-profit organizations, elected officials, and/or PACs as either staff or a volunteer
- Positive attitude and strong communications skills
- Willingness to commit significant time to a rewarding volunteer role

HOW TO APPLY:

If you are interested in applying for this role on the board of California Women's List [please fill out the application form here](#) by 5pm PST on Friday, August 6th.