

# Communications Contractor Scope of Work

## Voice of Witness

### **Position Overview:**

Job Title: Digital Communications Lead

Hours of work: ~16 hours per week

Rate of pay: \$65-\$75 per hour

Interval of payment: Monthly

### **Term & Details:**

Voice of Witness seeks a part-time contractor to manage the organization's communications and digital platforms. This is a part-time position and the ideal candidate would be able to work around 2 days a week. The exact number of hours are flexible, to be determined based on organizational needs. The position is fully remote and serves as the organization's communications lead.

### **Organization Overview:**

[Voice of Witness](#) (VOW) is a nonprofit that advances human rights by amplifying the voices of people impacted by—and fighting against—injustice through oral history, education, and advocacy. VOW's work supports essential storytelling, creating space for deep listening and learning as part of broader efforts to dismantle systems of oppression. Through programming and partnerships, VOW collaborates to document and center community voices, teach ethics-driven storytelling, and develop educational resources. Our work harnesses the power of oral history to create narrative change and a more inclusive, just world.

### **Scope of Work:**

#### **Content Development and Editorial Governance**

- Manage annual editorial calendar that engages audiences across channels
- Write and design high-quality, compelling content and graphics for VOW's website, blog, email marketing and newsletters, social media, campaigns, and events
- Maintain editorial governance, messaging guide, and testimonial documentation to ensure all public content is consistent and supports VOW's mission, vision, and goals



### **Digital Communications Management**

- Implement digital strategies to improve organizational reach and engagement
- Manage and update WordPress-based website to align with VOW messaging, branding, and goals; showcase our programs and impact; and optimize content for SEO
- Manage VOW's email marketing in Mailchimp, creating newsletters and e-blasts and strategies to drive new subscribers
- Manage VOW's social media accounts (Instagram, LinkedIn, Facebook, Bluesky, and YouTube)
- Track communications metrics across channels and use analytics to inform and improve content and strategies

### **Events, Workshops, Marketing, and Outreach:**

- Manage the development of registration pages, promotion, and marketing of VOW's numerous events, webinars, and workshops each year to drive participation
- Support staff with targeted outreach to increase engagement with VOW's programming and events among key audiences
- Coordinate with staff on proactive marketing of VOW's services and trainings

### **Misc:**

- Advise staff on communications-related considerations and review/edit their external-facing content, as needed
- Check the [press@voiceofwitness.org](mailto:press@voiceofwitness.org) email once a week for inquiries

### **Qualifications and Experience:**

#### Required Qualifications:

- 3+ years of experience in nonprofit communications and digital marketing
- Experience managing Wordpress-based websites
- Experience managing email marketing platforms (Mailchimp preferred)
- Experience with nonprofit social media management and strategy
- Excellent writing, editing, and proofreading skills
- Experience with graphic design
- Excellent attention to detail
- Proactive, able to handle multiple tasks and prioritize well, with strong self-motivation
- Some relevant work experience with human rights/social justice, oral history, storytelling, journalism, education, or arts organizations

#### Desired Qualifications:

- Experience tracking communications metrics and analytics (Google Analytics, email marketing, and social media)
- Knowledge of and experience with SEO strategy
- Experience with Google Ads
- Video editing skills



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## **How To Apply:**

Candidates may apply by emailing a resume and work samples to [press@voiceofwitness.org](mailto:press@voiceofwitness.org) by May 28th, 2025. We will be reviewing applications on a rolling basis, so we encourage you to apply as early as possible. Please note that we will not be able to respond to each email due to the volume of applicants. More details:

- The subject line of your email should be “Digital Communications Lead – [Your Name]”
- Work samples should include (a) 1-2 blog posts or newsletters that you wrote and (b) 2-3 social media posts you created (including both a graphic you designed and the post text)