



## #PWNVotes: Campaign Communications Consultants

**Positive Women’s Network – USA (PWN-USA)** is a national membership body of women (cis and trans), and trans and gender diverse folks living with HIV. We are dedicated to leadership development, movement building, and intersectional policy advocacy to advance human rights and dignity for all people living with HIV.

We are a non-traditional HIV advocacy organization committed to building power for our constituency, and our policy approaches and workplace culture reflect that. Grounded in racial, gender and economic justice, PWN-USA builds power for communities most impacted by the HIV epidemic through political education and leadership development, issue-based and electoral organizing, policy advocacy, and narrative change. PWN-USA’s vision demands that our communities are free from interpersonal, structural, and state-sanctioned violence. Our vision demands that we are free from surveillance, confinement and the carceral state –regardless of race, HIV status, immigration status, how we earn money, and which substances we use. Please visit our website to learn more about us: [www.pwn-usa.org](http://www.pwn-usa.org).

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### POSITION OVERVIEW

PWN-USA is seeking (three) motivated individuals to work as communications consultants for our voter engagement campaigns in these states: **Pennsylvania** (Philadelphia area), **Colorado** (Denver area) and **Texas** (Greater Houston area). These campaigns will focus on getting their communities out to vote, building political power, and educating voters about PWN policy priorities, including protecting abortion access, racial and gender justice, and harm reduction. Consultants will focus their efforts on capturing campaign progress, developing content for social media, and collaborating on developing messaging to inform the public about our work; they will receive group training and individual coaching from PWN communications staff to develop the skills necessary to complete these tasks. **Please note, the consultants must be local to the election campaign area!**

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### RESPONSIBILITIES

Responsibilities include, but are not limited to:

- Capturing voter campaign progress - showing up at canvasses, in-person events, phone banking shifts, and chapter meetings to take photos, record video, and gather quotes for content
- Designing basic graphics and flyers for social media posts on Canva (templates will be provided)
- Writing captions, identifying hashtags, and developing a social media posting strategy and schedule
- Attending required trainings relevant to voter campaigns including but not limited to: campaign values training and communications 101 trainings series
- Educating community members and allies about PWN campaign priority issues, our values, and our work as needed
- Timely communication and collaboration with PWN communications staff
- Other emerging duties as assigned

### **Supervisory Responsibility**

Does not supervise other employees or volunteers.

### **Expected Hours of Work**

Final schedule of activities will be decided in consultation with supervisor. Ahead of campaigns starting in September, employees are required to attend a PWN campaign values training and introduction to communications training series. All consultants are expected to attend at least 3 virtual phone banking shifts (3 hours each) throughout the campaign. PA and CO consultants are expected to attend at least 3 in-person canvassing shifts throughout the campaign and any in-person campaign-related events. Consultants will also meet weekly with their supervisor for ongoing mentorship and collaboration. Employees will also be expected to support election day efforts on November 3rd with PWN-USA staff. Estimated hours are 10-15 per month during campaigns (August to November).

### **Travel**

Travel to in-person canvassing and campaign related events in the North Philadelphia area (for PA consultant) & Denver area (CO consultant) expected. Travel expected for TX consultant on election day only.

Please note this job description is not designed to cover or contain a comprehensive listing of activities, duties or responsibilities that are required of the employee for this job. Duties, responsibilities and activities may change at any time with or without notice.

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## **POSITION TYPE AND COMPENSATION**

- Temporary, non-exempt, part-time position paid a monthly stipend of \$200 for the duration of the campaign season (August through November, 2024).
  - This position is not eligible for the employer sponsored benefits.
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## **ESSENTIAL KNOWLEDGE, SKILLS, & EXPERIENCE**

### **Required Skills & Qualifications**

Candidates must:

- have reliable access to a working computer with Wifi connection and a smartphone or camera
- be able to join Zoom meetings
- be able to work around tight deadlines and be flexible with working hours to keep up with campaign demands
- have a moderate level of comfort with technology - ability to shoot a video, take photos, communicate through email, use the internet, etc.
- have enthusiasm for PWN's work, and be aligned with PWN's values around abortion care access, racial and gender justice, and HIV issues
- attend mandatory trainings and meetings, and communicate in a timely manner with supervisor and other campaign staff
- have a positive and respectful working relationship with PWN staff, members, and allies
- be a chapter member of CO, PA, or TX-GHA (respectively) or have worked on previous PWN voter engagement campaigns

### **Bonus Points, but not required:**

- Being a PWN-USA member is strongly preferred; these positions were created in part to develop the leadership and skills, and provide economic opportunity for, women, gender diverse folks, and trans folks living with HIV

- Experience maintaining and running social media accounts (Facebook, Twitter, Instagram, YouTube), personal or professional
- Experience working or volunteering in primarily Black and low-income communities
- Any experience working with media outlets - being interviewed, writing blogs or op-eds, etc.
- Comfortable talking about PWN-USA's work, values, and mission
- Any experience with graphic design and relevant software, such as Canva or Adobe Suite
- Bilingual or multilingual

**PWN-USA seeks candidates with an understanding of the intersections between racial, gender, and economic justice.** Learn about our organization at [www.pwn-usa.org](http://www.pwn-usa.org).

**NO PHONE CALLS PLEASE.**

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*PWN-USA is a fiscally-sponsored project of Movement Strategy Center (MSC). PWN-USA is a values-based network with a deep commitment to building transformative culture and challenging racism, sexism, homophobia, transphobia, and oppression in all its forms. PWN-USA is committed to identifying and developing the skills and leadership of people from diverse backgrounds and challenging patterns of political marginalization and oppression.*

*MSC is an equal opportunity employer that does not discriminate on the basis of race, color, religion or belief, disability, gender, nationality, ethnicity, sex (including pregnancy, childbirth, or related medical conditions), gender identity or expression, sexual orientation, or any other status protected by law.*

*Women, people of color, and LGBTQ candidates are strongly encouraged to apply.*

*Positive Women's Network - United States of America (PWN-USA) is a national membership body of women living with HIV working to prepare and involve all women living with HIV, in all our diversity, including gender identity and sexual expression, in*

*all levels of policy and decision-making to improve the quality of women's lives.  
PWN-USA applies a gender equity and human rights lens to the HIV epidemic to  
achieve federal policies grounded in the reality of women's lived experiences.*