

Job Announcement: April 11, 2018

Position Title: Digital Campaigns Associate
Reports to: Vice President of Communications
Location: Chicago, IL

Organizational Overview: The Sargent Shriver National Center on Poverty Law provides national leadership in advancing laws and policies that secure justice to improve the lives and opportunities of people living in poverty. We put race front and center in our work. We recognize that inclusion of diverse voices, perspectives, and experiences is essential to understanding and addressing complex issues in our advocacy and within our organization. To that end, we focus on issues that deeply affect the lives and social mobility of people living in poverty: economic justice, housing justice, health care justice, and community justice. We lead, equip, and mobilize multi-state networks to advance an anti-poverty and racial justice agenda. Through training and leadership development programs designed to foster innovation and collaboration, we strengthen core competencies of advocates across the country.

Position Overview: The Digital Campaigns Associate will help drive the narrative of the Shriver Center's state and multistate advocacy agendas through digital communications and campaigns that center on values-based messaging, build community, and mobilize individuals to action. The Shriver Center is currently organizing its first-ever digital grassroots platform, and, in conjunction with targeted email and social media, the Digital Campaigns Associate will lead the development and execution of online advocacy campaigns that engage our target communities (including communities in poverty, advocates, and donors) and mobilize people to take action on the Shriver Center's economic and racial justice agenda. The Digital Campaigns Associate will also support and advise the Shriver Center's Advocate Resources & Training department on marketing communications strategies to connect and grow the capacity of the national network of civil legal aid attorneys and equal justice advocates. The Digital Campaigns Associate is responsible for managing all Shriver Center digital communications assets, particularly the Shriver Center website, grassroots digital advocacy platform, email and social media.

Responsibilities:

- Under the direction of the Vice President of Communications and in partnership with Shriver Center Communications and Advocacy teams, design and execute digital grassroots campaigns that generate public support or opposition to legislative and regulatory policies;
- Design, generate content, plan, and execute email marketing campaigns using constituent database promoting advocacy initiatives, training opportunities and special events;
- Support content and engagement strategy for the Shriver Center social media platforms (Twitter, Facebook, LinkedIn), with a community of more than 19,000 across all three platforms;
- Build new "take action" and content pages as well as review and refresh content regularly on the Shriver Center website; supports forms and other user interactions on websites that integrate with the Shriver Center's CRM;
- Works with external consultants and staff as needed to build out web applications, add new features and content types, and QA testing to ensure that the organization's websites function across a variety of browsers and mobile devices;



- Contribute to regular metric reports for staff and board members; support Marketing Director with management of Google AdWords account; track key metrics in Google Analytics, email reports, and Hootsuite reports;
- Coordinate digital communications efforts with Shriver Center advocacy coalition and network partners;
- Support the development of digital toolkits to educate and mobilize the Shriver Center community of networks on key policy issues;
- Use paid online advertising and other tactics to acquire new donors, reactivate lapsed donors, and activate and fundraise from current supporters;
- In partnership with Marketing Director, develop audience segmentation for various communications; contribute to maintenance of constituent data in CRM in partnership with support staff and Advocacy, Development and Advocacy Resources and Training teams;
- Make recommendations for tools and platforms to improve digital marketing strategy; and
- Other responsibilities as assigned.

Requirements:

- Proven ability to translate complex technical issues into clear and compelling communications that appeal to diverse audiences and inspire people to action;
- At least one year of professional experience in managing digital communications, preferably in a nonprofit, agency, or political campaign setting;
- Bachelor's degree in Communications, Marketing, Journalism, Digital Communications, or related field;
- Strong writing skills; able to develop content rooted in central messaging for a variety of platforms; demonstrated strategic and critical thinking skills;
- An understanding of HTML, responsive web design and mobile development, and SEO best practices;
- Experience with website content management tools (i.e. Drupal, WordPress);
- Familiarity with CRM, email platforms, digital advocacy tools;
- Proficiency in Adobe Creative Suite (InDesign and Photoshop);
- Experience with Hootsuite or comparable social media management tool;
- Strong project management skills and ability to prioritize and manage multiple projects simultaneously, from assignment to delivery with attention to detail and a commitment to producing quality work;
- Familiarity with our core issue areas and/or Illinois politics a plus;
- Demonstrated commitment to social justice and advancing racial equity;
- Experience working and managing across lines of differences and working with and in economically and racially diverse communities preferred;
- Demonstrated commitment to the Shriver Center's mission, vision and values;
- Excellent interpersonal, analytical, research and communication skills; willingness to learn new technology quickly.
- Ability to work outside of normal business hours to support response to breaking news.

Salary/Benefits: This full-time exempt position offers a competitive annual salary and a comprehensive benefits package.

Opening/Closing Date: Application deadline is Friday, May 11, 2018. Start date is Tuesday, May 29, 2018.





**SHRIVER
CENTER**

Sargent Shriver National Center on Poverty Law

67 E. Madison, Suite 2000
Chicago, IL 60603

312.263.3830
www.povertylaw.org

Applications: Send resume and cover letter to Ambar Mentor-Truppa at hr@povertylaw.org. Please send materials as a single and searchable PDF attachment.

Visit www.povertylaw.org for more information about the Shriver Center.



Advancing justice and opportunity