

GENDER/ JUSTICE

Now Hiring Digital Strategist

Reports to: Communications Director

Position Status: Exempt, Salaried; (40 hours/week).

Salary: \$45,000-\$50,000/year plus benefits described below.

Office in St. Paul, MN; currently working remotely from home.

To apply: Submit PDF resume, cover letter, and three digital work samples to

hiring@genderjustice.us by **February 14, 2022**. Include

“Digital Strategist” in the subject line.

Organization:

Gender Justice is a 501c3 nonprofit legal and policy advocacy organization based in St. Paul, Minnesota working to advance gender equity through the law. We work to create a world where everyone can thrive no matter their gender, gender identity or expression, or sexual orientation. Central to this work is dismantling the legal, political, and structural barriers to gender equity. We represent clients directly in state and federal court and before administrative agencies in impact litigation cases. In addition to pursuing justice through the legal system, we also advocate for policies that expand gender equity, and seek to educate and shape public understanding about gender barriers. We take a movement-based approach to our work and are committed to working in partnership with other organizations and groups directly affected by gender inequity. We’re a small but mighty organization looking for the newest member of our ambitious, highly-effective, and growing team.

POSITION SUMMARY

The Digital Strategist leads all digital campaigns, while simultaneously building digital capacity within Gender Justice, UnRestrict MN, and across the movement. The digital strategist is part of a communications team and works across departments to advance organizational priorities on multiple platforms. Responsibilities include developing and executing digital strategies for our active communications campaigns and partnering with key ally organizations to advance aligned strategies. This position reports to the Communications Director.

ESSENTIAL FUNCTIONS—*Essential duties and responsibilities may include, but are not limited to, the following:*

Digital program management and movement building:

- Develop and execute digital strategies across departments to advance issues and narratives, support fundraising campaigns, and grow audiences across all platforms.
- Cultivate and grow our email lists to advance organizational goals and build powerful relationships online.
- Lead analytics of the digital work, including regular tracking and reporting, to assess and drive strategies.
- Integrate narrative change & cultural strategies into the digital program.

Generate content with a creative approach:

- Co-create compelling digital content for email, social media, and our websites that builds meaningful connections and generates powerful calls to action.
- Use digital tools to expand and deepen our online base of supporters, including people across different races and backgrounds, in every corner of the state.
- Cultivate and grow Gender Justice and UnRestrict MN's online presence through email, our websites, paid promotions and social platforms, integrating digital strategies with coalition partners' on-the-ground campaigns.
- Support digital communications for Gender Justice and UnRestrict MN events.

Build expertise and digital capacity:

- Build strategic digital capacity of Gender Justice's staff.
- Provide training and leadership for Gender Justice staff and leaders to develop, integrate, and execute digital strategies & campaigns.
- Build powerful partnerships with digital staff of partner organizations to increase skills, capacity, and coordination across our movement.
- Vigorously develop digital expertise, staying on top of fast-changing trends and best practices to position Gender Justice on the leading edge of the digital field.

Manage brand consistency and voice on digital platforms:

- Work proactively with staff and coalition partners to maintain consistency of digital images and messages against brand style guide and across all forms of organizational communications.
- Oversee digital advertising activities to advance organizational mission and align our various campaigns/programs.
- Periodic identity work with the communications department to update or reimagine organizational identity including websites, social media images, and video content.

QUALIFICATIONS

Required Experience and Qualifications

- 1-3 years' experience working in digital communications for a social justice non-profit organization or an electoral campaign.
- Understanding and ability to apply the intersectional racial, gender, and economic justice lenses that are required to communicate successfully in our diverse communities.
- Excellent written communications skills through a variety of channels including email, social media and blogs.
- Experience developing and executing communication campaign plans.
- Ability to motivate diverse groups of people and be a strong team player.
- Excellent interpersonal skills.
- Excellent attention to detail.
- Ability to meet deadlines and manage multiple tasks in a fast-paced work environment.
- An open-minded approach and willingness to continually learn new technologies, strategies, and tactics related to the rapidly changing field of digital organizing.
- Computer literacy and experience with workplace software.

Preferred Experience

- Graphic design
- Media production skills
- Remote and livestreaming production skills
- Ability to track, report, and respond to digital metrics
- Knowledge of database systems
- Digital ad buying

Employees are eligible for employer-subsidized health and dental insurance (\$65 pre-tax employee premium contribution per month), unlimited paid discretionary leave, and 3% employer-match to an IRA. 12-weeks fully paid parental and medical leave for employees working at least 20 hrs/week after six months.

Gender Justice is an equal opportunity employer. We seek to build a staff reflective of our values of equity and inclusion with regard to race, culture, ethnicity, class, religion, physical ability, age, gender, gender identity, and sexual orientation. As an organization working in solidarity with the reproductive justice, economic justice, and racial justice movements, Gender Justice is committed to fostering the leadership of women, people of color, Native and indigenous people, LGBTQ and trans people, immigrants, and others living in marginalized communities.