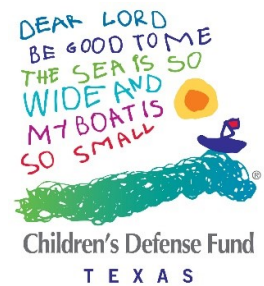


Children's Defense Fund Job Description



Title: Online Organizer, Advocacy Day 2017 (Part-Time/ Contract)

Division: CDF-Texas

Location: Austin, Texas

Reports To: Senior Policy Associate and Communications Director

Salary: Commensurate with Experience

Organization Background

The Children's Defense Fund Leave No Child Behind® mission is to ensure every child a *Healthy Start, a Head Start, a Fair Start, a Safe Start* and a *Moral Start* in life and successful passage to adulthood with the help of caring families and communities.

For more than 15 years, Children's Defense Fund-Texas has been a leader for Texas children who cannot vote, lobby or speak for themselves. We have connected more than one million Texas children to affordable health care coverage, provide annual support and college scholarships to Texas youth who beat the odds, and ensure that thousands of Texas school children, young adult leaders, and parents benefit from enriching out of school time opportunities that stem the Cradle to Prison Pipeline.

Position Summary

The **Children's Defense Fund-Texas** seeks a qualified **Online Organizer** or **PR Consultant** to assist in promoting and recruiting participation, generating visibility and support for a **2017 Legislative Advocacy Day** in support of the Cover Texas Now Coalition. This position is contract-based and time-bound, beginning **October 1, 2016** and ending **March 31, 2017**.

Program Description

Children's Defense Fund-Texas is a lead member of the [Cover Texas Now \(CTN\) Coalition](#). The CTN coalition is committed to improving health care opportunities for all Texans. In Fall of 2016, member organizations of the CTN coalition will host a series of in- legislative district events, trainings, and advocacy activities in communities across the state. These smaller regional activities across Texas will culminate in a high impact (1,000+ person) statewide Advocacy Day at the Texas Capitol on March 6, 2017. The **Online Organizer's** goal and primary focus will be to assist CDF-Texas and the CTN Coalition in implementing a strategic online communications plan promoting local and statewide advocacy efforts.

Core Responsibilities

The following is a general overview of the scope of work applicants should expect, in addition to other duties as may be requested:

- 1. Promote, inform, recruit participation and financial support for high impact legislative advocacy activities through strategic, active use of SOCIAL MEDIA:**

- Work with Communications Director and CTN leads to develop, post and promote online/social content designed to engage, recruit, and mobilize health care volunteers/activists to participate in Advocacy Day 2017
- Generate visibility, participation and buzz around in-district legislative advocacy activities in the lead up to Advocacy Day; identify appropriate allies and outlets online to assist with promotion
- Create and promote a social network/online crowd-funding campaign to help offset projected Advocacy Day expenses
- Work with Senior Policy Associate and Communications Director to promote content designed to inform and engage public support of Medicaid/Medicaid expansion

2. Generate awareness of coalition policy priorities through outreach to traditional MEDIA:

- Work with Communications Director and CTN leads to help identify, engage and pitch story opportunities to media targets (TV, print, radio, blogs) regarding regional advocacy activities, hearings, the build up to Advocacy Day, and day of Advocacy Day.
- Work with Senior Policy Associate and CTN leads to help generate news and feature stories of people impacted by lack of health coverage
- Assist in drafting/editing engaging content for blog, bi-weekly op-eds, letters to editor, newsletters, emails, issue briefs, etc.
- Assist in coordinating between CTN leads and allied legislative staff in planning and promoting of events

Required Skills

- Love for tech and high energy communications
- Demonstrated strategic/ effective use of social media for online organizing
- Experience working with the media
- Knowledge of crowdfunding platforms /social network fundraising strategies
- Excellent written/oral presentation skills
- Basic graphic design/video editing skills for digital content creation, a plus
- Experience working with a coalition/ apt problem solver
- Campaign or other experience with the Texas legislature a plus, not required
- Detailed knowledge of health care policy a plus, not required
- Proficient in Spanish a plus, not required

To Apply

Applicants should submit a resume and one-page cover letter that seeks to explain how the candidate is uniquely qualified and suited for this position to lguerracar@childrensdefense.org. Qualified applicants will be invited for an in person interview. Applicants will be considered until the position is filled.

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