Children's Defense Fund—Texas – Digital Organizing Manager   **November 29, 2021**

Position: Digital Organizing Manager
Reports to: Cindy Ji, Communications Director
Supervision: Potentially interns and consultants

Organization Overview
The Children's Defense Fund (CDF) envisions a nation where marginalized children flourish, leaders prioritize their well-being and communities wield the power to ensure they thrive. CDF's 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.

We serve and advocate for the largest, most diverse generation in America: the 74 million children and youth under the age of 18 and 30 million young adults under the age of 25, with particular attention to those living in poverty and communities of color. CDF partners with policymakers, aligned organizations and funders in this service. The Children's Defense Fund is the only national, multi-issue advocacy organization working at the intersection of child well-being and racial justice by wielding the moral authority of programmatic proximity and community organizing to inform public policy. For more information visit www.childrensdefense.org.

CDF-Texas is seeking a Digital Organizing Manager for its #SickOfItTX grassroots campaign for healthcare coverage. #SickOfItTX is a statewide, non-partisan coalition of passionate advocates fighting for healthcare coverage expansion in Texas. We work with organizations and coalitions throughout the state that advocate for better healthcare for all Texans. Together we mobilize everyday Texans to push for Medicaid expansion in Texas. For more information, please visit sickofittx.org.

Position Summary
The #SickOfItTX campaign seeks an experienced digital organizer to manage the narrative of the campaign, build a digital community among healthcare advocates, and deploy digital tools that help organize advocates and demonstrate public will for a coverage solution. The #SickOfItTX campaign Digital Campaign Organizer is responsible for supporting the overall narrative of the campaign, educating Texans, and moving them to take action demanding state leaders to expand Medicaid in Texas.

The organizer will be responsible for managing the campaign's digital channels and ensuring consistency of messaging; creating and implementing digital actions and regular e-newsletters; organizing our existing digital supporters; attracting new online supporters; and moving supporters up a ladder of engagement.

The position will report to the Communications Director. Campaign leaders at the Texas Organizing Project will provide support, resources, and training as needed to the Digital Organizing Manager. This position will work on a campaign team that includes a leadership team with policy, organizing, and strategy expertise; staff responsible for story collection and collaboration with local partners in target communities; a communications director; and a digital strategy and research firm.

Responsibilities
- Execute compelling digital campaigns that educate and inspire supporters to take action on campaign policy priorities;

- Cultivate an online community of healthcare advocates, manage advocates' experience and engagement, and execute campaign practices for moving advocates up a ladder of engagement;
- Manage communication with campaign supporters, including email, phone, social media, and 1:1 outreach through digital channels;
- Manage organizational identity and brand consistency across all platforms in collaboration with the Communications Director;
- Draft copy for supporter emails and Action Alerts, digital actions, and other products to a high standard of accuracy and readability, with the goal of recruiting, activating, and retaining supporters;
- Identify, empower, and support advocates in target communities who will take actions such as writing op-eds/LTEs, collecting petition signatures and delivering them to local policy makers, participating in letter/postcard writing campaigns, and more;
- Manage supporter database, develop and update actions, and send supporter emails through Phone2Action;
- Track, interpret, and share analytics for actions, e-mails, and social media engagement;
- Manage and maintain website, ensuring content is updated timely;
- Support story advocacy efforts by informing digital story sharing methods, curating health care stories on SickOfItTX channels, and tracking supporters' stories;
- Document actions and demonstrations happening locally;
- Support the Communications Director in preparing and sending statements, press releases, and media advisories;
- Collaborate with partners and supporters digitally to support statewide campaign actions;
- Assist in statewide mobilization efforts, with a special focus on digital engagement, to achieve campaign objectives through a combination of policy knowledge and digital skills;
- Identify opportunities for high-impact digital engagement and advocacy campaigns through digital channels;
- Lead logistics of all online organizing or education events;
- Contribute to campaign strategic planning.

Education and/or Experience
- Proven digital campaign experience (e.g. labor, political, issue advocacy) with demonstrated experience designing, executing, and tracking targeted e-mail, SMS, social, or other online advocacy programs.
- Experience with social media management, targeted digital ads, and creating and growing communities on Facebook, Twitter, or other social platforms.
- Experience with Constituent Relationship Management systems (e.g. Phone2Action, Action Network CRM, Salsa, Mailchimp, Constant Contact, Every Action);
- At least two years of professional or other relevant experience. A college degree is not required if the candidate has demonstrated experience.

Preferred Qualifications
- Bilingual in English and Spanish a plus
- Design and video skills a plus
- Understanding of Medicaid, CHIP, the Affordable Care Act, and other healthcare policy issues in Texas is a plus.

Competencies
- Strong communication skills: You can quickly turn around compelling copy in an authentic voice that mobilizes our audiences. Your verbal communications inspire our campaign network to work together toward common goals. You are comfortable communicating with a range of audiences from legislators to partners to everyday Texans;
- Excellent organizational skills: You can meet deadlines and effectively manage multiple tasks during high-intensity periods, including the Texas legislative session;
- Innovative ideas: You have a proven ability to come up with creative ways to engage audiences online, especially communities of color, young adults, women, LGBTQ, and other communities traditionally overlooked;
- Clear understanding of economic and racial justice issues and the ability to incorporate analysis of these issues into your work;
- Familiarity with nonprofit role in advocacy;

- Ability to thrive in a fast-paced, campaign-style work environment.

Personal Characteristics
- Passion and commitment to social, economic, racial justice and CDF's mission
- Critical thinking and problem solving skills
- Excellent time and project management skills
- Well organized, detail-oriented, ability to multitask
- Strong interpersonal skills and ability to collaborate well with others

Type of work environment associated with the job - indoor, office setting

Salary Range - $53,625 - $80,438

Additional Comments

The Children's Defense Fund is an Equal Opportunity Employer.

Note: This job description does not restrict management's right to assign or reassign duties and responsibilities to this job at any time. This job description is not designed to cover or contain a comprehensive listing of all activities, duties or responsibilities that are required of the employee.

Candidates must apply by December 17, 2021, though consideration will be given to qualified candidates on a rolling basis.

All inquiries will remain confidential until establishment of mutual, serious interest and provision of references for review.