

## Digital and Social Media Campaign Senior Manager

*The ideal candidate for Digital and Social Media Campaign Senior Manager has deep knowledge of current social media platforms as well as proven success building and managing content calendars, creative campaigns, and large communities, as well as a dynamic email program. We're looking for someone who will thrive in a fast-paced, chaotic environment who has outstanding writing, proofreading, and fact-checking ability. Fluency in Spanish is strongly preferred.*

*This role will work cross-departmentally to produce content for use across Facebook, Twitter, Instagram, and other platforms, as well as our mass email program.*

### **About the Indivisible Project**

We are a dynamic, non-profit start-up seeking initial full-time hires to support our mission: resisting Trump's agenda by empowering local activist groups to make their Members of Congress listen. Our work is premised on a simple idea: that Trump's agenda doesn't depend on Trump--but rather on whether individual Members of Congress resist. In short, we work to support the creative, local leaders driving the [Indivisible Movement](#).

Following the election of Donald Trump, a group of two dozen former congressional staffers and progressive advocates [drafted a document](#) called "Indivisible: A Practical Guide for Resisting the Trump Agenda." [What is the Indivisible Guide?](#) It's a toolkit on citizen power, a set of local, defensive advocacy strategies and tactics for resisting the Trump agenda. Thousands of local groups have now formed in nearly every congressional district in the country to put the guide into action.

We are hiring for this position immediately, with a preference for D.C.-based applicants.

**How to Apply:** If you are interested in this opportunity, please send your CV and cover letter to [jobs@indivisibleguide.com](mailto:jobs@indivisibleguide.com) with the position title in the subject line. Applications will be reviewed on a rolling basis. This position listed below is full-time, with salary commensurate with experience and a benefits package.

Indivisible, a project of The Advocacy Fund, is an equal opportunity employer. We strongly encourage and seek applications from women, people of color, including bilingual and bicultural individuals, as well as members of the lesbian, gay, bisexual, and transgender communities. Applicants shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, medical condition (cancer-related) or conditions Acquired Immune Deficiency Syndrome (AIDS) and AIDS-related conditions (ARC). Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application.

## Responsibilities

- **Social media content creation.** Administrate the creation and publishing of relevant, high-quality content across Indivisible's social media accounts (Facebook, Twitter, Instagram)
  - Work with Congress/Policy team on posts related to calls to action and congressional happenings
  - Work with Press team to ensure mentions of Indivisible in the media are shared across Twitter and Facebook; work with press team to share the most relevant media received by local groups implementing the Indivisible Guide to amplify their efforts and continue to build momentum
  - Develop strategy to amplify local groups' actions and successes through the posting of photos and stories gathered from social and Stories inbox
  - Work in close coordination with the Digital Fundraising Manager on posts related to calls for philanthropic support
  - Ensure that all platforms have a consistent and coherent voices that articulates the mission and unique perspective of the organization
  - Manage the fact-checking and approvals process for all social media content within the organization and across departments
  - Work with a team of volunteers who contribute to content creation across social media platforms
- **Oversee and execute Indivisible's email program with close coordination across Indivisible's functional teams.**
- **Provide editorial direction by monitoring the social impact of news and Indivisible's influencers.**
- **Responsible for the analytics of our social media and email performance including engagement, growth, and other success metrics.**
- **Manage email testing schedule to determine organizational best practices and norms.**
- **Address questions from the field.** Consistently Monitor Indivisible's social media accounts to answer questions and address comments in a timely fashion with the help of Indivisible's social media volunteers and field team. As common questions appear, consider addressing through social media tools like Twitter moments, updates to Guide, or updates to Toolkit content.
- **Develop & manage internal processes.** Identify and improve organizational development aspects that would improve content (i.e., establishing process to work directly with Congress/Policy team on a weekly basis to understand what's happening in the House and Senate to be able to post accordingly about developments and calls to action as they unfold on the floor). Manage schedule and tasks for social media team volunteers. Recruit and train new social media volunteers as necessary.

- **Manage shareable process (creation and dissemination).** In partnership with Design team, manage the process of the creation of weekly shareables so that they are posted at the appropriate time in relation to congressional developments. Suggest and lead creation of lower-priority sharables based on conversations happening on social.
- **Develop, manage, and implement editorial calendar.** Create a regular publishing schedule and editorial calendar to manage content and plan specific, timely campaigns. Work across teams (field, congress/policy, inclusiveness) so our social media presence accurately reflects current organizational priorities and weekly focus.
- **Develop social media advertising campaigns to raise awareness and build lists.** Promote content through social advertising campaigns in conjunction with various Indivisible workstreams, focusing on specific congressional districts and constituent groups. Build general awareness for Indivisible's work.
- **Oversee updates to social media guidance for local groups.** Develop and make updates to relevant social media guidance for local groups as part of Toolkit 2.0.
- **Co-manage daily updates for key press contacts.** In coordination with Communications Assistant, manage and maintain local group media tracking process to ensure links to local group actions are entered each morning and shared with key press contacts.
- **Maintain fluency in digital content best practices, including social media and email best practices (image sizing, content keywords, hashtags, links sharing, etc.).**
- **Coverage of other digital communications team responsibilities as needed.**

#### Qualifications/Skills

- Fluency in Spanish strongly preferred
- 3-5+ years of experience managing the social media presence and email program of a high-profile organization with a demonstrated ability to grow audiences and increase engagement
- Sense of humor
- Detail and process-oriented
- Strong writing, editing, and proofreading skills
- Ability to work on many projects simultaneously with input across several internal teams/workstreams
- Team player
- Ability to exercise discretion and independent judgment in the representation of the Indivisible's position on policy issues
- Thorough knowledge of the legislative process, procedures and organization of the House and Senate
- Experience with Twitter, Facebook, Instagram and publishing platforms like Hootsuite, including established best practices on all
- Demonstrated ability to entrepreneurially excel in a fast-pace, campaign-like environment

- Ability to work nights and weekends as legislative and organizational developments occur
- Understanding of, and adherence to, Indivisible's voice and brand
- Alignment on the core values and strategy of the Indivisible Project

#### Physical Requirements

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Must be able to clearly communicate with others: to understand them and to be understood
- Must be able to read and compose documents so that their intent is easily understood
- Must be able to effectively use a computer and telephone to conduct business
- Must be able to maneuver within small office spaces
- Must be able to travel between locations by vehicle and/or plane (this travel will be funded or reimbursed by Indivisible)

#### Work Environment

Candidates should be prepared to either work from home or in a professional office environment as the organization evolves. This role routinely uses standard office equipment such as computers, phones, and photo copiers. The role may require occasional domestic travel.