



NATIONAL IMMIGRATION LAW CENTER

JOB ANNOUNCEMENT: Los Angeles, CA, or Washington, DC

Senior Digital Campaigner

AUGUST 2017

*NILC is an equal opportunity employer; people of color and individuals from diverse backgrounds are **encouraged** to apply. NILC does not discriminate on the basis of race, color, national origin, citizenship status, ethnic background, religion, political orientation, gender, sexual orientation, gender identity, age, disability, or any other protected class.*

Position and background

The National Immigration Law Center (NILC) is seeking a strategic and experienced Digital Campaigner to build and implement our online strategy. The Digital Campaigner is responsible for designing and implementing our email strategy, our social media presence, and our online campaigning presence. This full-time position reports to the Communications Director and works closely with staff members in our advocacy, legal, and development departments. The position is ideally based in either our Los Angeles or Washington, DC, office. Applications from candidates who would need or prefer to work remotely will also be considered.

NILC is exclusively dedicated to defending and advancing the rights and opportunities of low-income immigrants and their families. Our mission is grounded in the belief that every American—and aspiring American—should have the opportunity to fulfill their full potential regardless of where they were born or how much money they have. Using our deep expertise in a wide range of issues that affect low-income immigrants' lives, we work with communities in courtrooms and legislatures to help advance policies that create a more just and equitable society for everyone.

The Senior Digital Campaigner will have five key responsibilities:

- **Drive our digital campaigning strategy.** Working closely with staff from our Advocacy and Legal departments, develop and run digital campaign strategies that boost and complement our legal and advocacy work. Design tactics (email, social media, website, SMS, and more) that mobilize our members and build our collective power.
- **Develop and implement digital fundraising strategies.** Work with our development staff to ensure that our programmatic and development outreach efforts are intertwined.
- **Design and implement our audience development strategies.** Develop a strategy and work plan that manages growth and acquisition across all platforms, ideally with a mostly organic strategy. Manage growth and acquisition by developing new projects and testing new tactics. Ensure that our external voice and message are powerful and consistent. Monitor metrics and analytics to measure the campaign's progress and ensure milestones are met.
- **Develop a broader social media presence.** Create a broader social media strategy. Develop key metrics and monitor to ensure we're investing in the right platforms.

Maximize our current presence on Twitter and Facebook. Directly supervise our Online Communications Associate. This position reports to the Communications Director.

- **Oversee overall digital presence.** Ensure that all our digital elements (website, social media, email, online webinars, etc.) are communicating our top priorities and are accessible and effective in reaching our goals.

Qualifications

- **Experience managing complex online campaigns for a nonprofit or advocacy organization, or equivalent experience.** Proven strategist, excellent writer, and familiar with major online platforms and constituency CRMs, list segmentation, targeted messaging, and email/SMS response tracking and products.
- **Self-starter and solutions-orientated.** Possesses an entrepreneurial spirit and can build new strategies and systems (nearly) from scratch. Proactively develops solutions to challenges, optimizes based on results, and pushes to get past roadblocks.
- **Strong interpersonal skills and collaborator.** Able to quickly build trust, credibility, and goodwill with a wide range of audiences and across lines of race, gender, class, and other identities.
- **Strong manager.** Demonstrated ability to supervise staff to achieve ambitious results. Able to motivate staff, provide clear and concise feedback, and build strong teams.
- **Fundraiser.** Ability to develop and implement fundraising strategies.
- Proven success working with diverse and multicultural communities and social justice movements a plus.

Don't think you meet one of these requirements or quite fit the box we've described? This is a comms job. Convince us why we should hire you anyway.

Salary and benefits

Competitive salary DOE. Benefits include health, dental, and vision; disability; flexible spending account; 403(b) employer retirement plan. Excellent time-off benefits!

To apply

Please send a detailed cover letter explaining your interest in NILC's mission and why you are the best candidate for this position, along with your resume, by email to campaigner@nilc.org. Use SDC0717 as your subject line. Applications will be accepted on a rolling basis.

Please do not send duplicate materials. Incomplete applications will not be considered. You must have all materials requested and follow instructions provided above to be considered. **No phone calls, please.**