



POSITION ANNOUNCEMENT: Digital Communications Coordinator

Expected Start: Late July 2018

First set of interviews will be taken from applications received by June 15, 2018.

NETWORK – advocates for justice, inspired by Catholic Sisters (and the organization behind *Nuns on the Bus*) – is seeking a Digital Communications Coordinator. The Coordinator is responsible for the email/mobile efforts and the social media outreach of the organization. They work with the Communications, Development, Government Relations, and Grassroots Mobilization teams to make sure NETWORK messaging is disseminated and digital strategies are implemented to enhance the work of the organization. The Coordinator will strategize and implement dissemination of NETWORK content across social media platforms, will create multi-platform campaigns in advance, and will share all new NETWORK content strategically to have the most impact. They will also produce the e-communications and the tools necessary to ensure the NETWORK community is equipped to take digital/phone advocacy action. They will integrate email, social, and messaging strategies into all organization work. The Coordinator is a strategic, creative thinker and implementer, and is passionate about growing, nourishing, and connecting our network of justice-seekers through eAdvocacy and social media.

About NETWORK: A national network of social justice advocates, NETWORK educates, organizes and lobbies for economic and social transformation. Founded in 1971 by Catholic sisters in the progressive spirit of Vatican II, NETWORK works to shape federal policies to be consistent with our values. We work to “Mend the Gaps” in income and wealth disparity and work to create a society and economy of inclusion.

While rooted in Catholic Social Justice, NETWORK is open to all who share our passion for justice. Staff and members are people from a variety of religious and nonreligious backgrounds. As an organization and workplace, NETWORK values work-life balance and strives to be a supportive workplace environment where staff embrace the “Sister-Spirit” of our founders by rooting our understanding in encounter, not ideology; prioritizing the well-being of others; seeing everyone as people first, not just roles; and using humor and being feisty in order to be bold and willing to do the unpopular. We value women’s leadership, and we engage in ongoing work to be a multicultural anti-racist organization. [Read More.](#)

Job Responsibilities:

- **Email program** – Implement an organizational email program that strategically enhances Government Relations, Grassroots Mobilization, Development, and Communications efforts and promote organizational growth.
 - Provide email subscribers with a balance of education, opportunities for advocacy, donation requests, speaking engagements, and other ways to connect with NETWORK.
 - Manage workflow and protocol for both proactive email strategies and rapid-response opportunities in CQEngage, including template/formatting, production timeline, target lists, and content creation to get emails out on schedule.
- **Advocacy tools** – Equip NETWORK Activists to contact their elected officials via email, phone, and social media.
 - Create and maintain action alert email messages in CQEngage that NETWORK members can send to their elected officials.
 - Communicate with text message activists for rapid-response actions and other mobile engagement opportunities via MobileCommons.
 - Ensure action alerts are posted on the WordPress website, and that alerts on the website are timely and relevant.

- Explore possibility and incorporate social media (i.e. tweeting at elected officials) as an advocacy tactic.
- **Social media** – Communicate NETWORK messaging, content, and opportunities for action daily.
 - Share all new NETWORK content strategically to have the most impact on our audience.
 - Respond quickly, with input/assistance from teammates and Government Relations, to breaking news.
 - Maintain and strengthen relationships with partners, grassroots leaders, elected, and media representatives through social media.
 - Envision and plan educational/action/seasonal multi-platform campaigns in advance.
- **Metrics tracking**—Produce monthly reports (and additional reports as needed) to track advocacy numbers, list growth, and other key data points across platforms.
- **Staff commitments**
 - Collaborate in the development and implementation of NETWORK’s organizational objectives within Communications team and as a liaison to other teams.
 - Work as a strategic partner with the Development team to enhance fundraising efforts.
 - Occasionally supervise volunteers or interns on specific projects.
 - Participate in organizational activities: planning, evaluation, development.

Qualifications:

- 3-5 years of progressive professional experience in digital media, communications, public relations, marketing, or a similar field; applicable internships and community service experiences are accepted.
- Experience with programming in HTML and CSS.
- Experience running an organization's or campaign's email advocacy program with Salsa, CQ Engage, or similar email and advocacy platform; **entry-level applicants will not be considered**
- Experience in a detail-oriented position that required a high level of organizational skills.
- Demonstrated skills in editing (text and design), graphic layout and design (Adobe suite a plus), and customer service.
- Ability to work under pressure, work independently and on a team, meet deadlines, and manage multiple projects.
- Hunger to learn about new technology and tactics to be on the cutting edge.
- Experience with peer-to-peer or other text messaging tools (Hustle, Mobile Commons) helpful.
- Commitment to creating a multicultural, anti-racist organization.
- Familiarity with Catholic Social Justice, working with disadvantaged populations, and/or representing a faith-based organization a plus.

Compensation and Benefits

This is a permanent, full-time position in our Washington, D.C. office. Starting pay \$48,000 per year with generous benefit and leave package, including health, vision, and dental insurance; vacation days plus Christmas week off; quarterly all-staff retreat days; and retirement plan, life and disability insurance.

How to Apply

Send a résumé and cover letter – as attachments – to employment@networklobby.org . Please include “Digital Communications” in the subject line and let us know in your email **where you saw our announcement**. Please include examples of – or links to – relevant past work, especially emails or persuasive pieces you helped write or produce.

First set of interviews will be taken from applications received by June 15, 2018, and applications will be considered until the position is filled. **NO PHONE CALLS PLEASE.**

It is the policy of NETWORK to conduct all personnel activities in a manner that will ensure equal opportunity for all persons without regard to religion, race, creed, gender, color, age, national origin, marital status, veteran status, disability, sexual orientation, or gender identity or expression. Every employee has the right to work in dignity in an environment free from all forms of discrimination or harassment.