



**NETWORK is rooted in Catholic Social Justice and the lived experience of real people.
We are open to all who share our passion.**

Digital Coordinator

Start Date: February 2022 (remotely until safe to be in the office)
Permanent, Full-Time, Can Be Remote | \$54,000-\$60,000, plus generous benefits

About NETWORK: A national network of social justice advocates – and the organization behind Nuns on the Bus – NETWORK educates, organizes, and lobbies for economic and social transformation. Founded in 1971 by Catholic Sisters in the progressive spirit of Vatican II, NETWORK strives to implement our “Build Anew” agenda by advocating for federal policies that dismantle systemic racism, eliminate the wealth and income gap, improve the well-being of our communities, and allow all people to thrive – especially those most often left out: women, people of color, people on the economic margins, and those at the intersections of these identities. We value women’s leadership, we appreciate people from religious and secular backgrounds, we affirm members of the LGBTQ+ community, and we engage in the ongoing work to become a multicultural, anti-racist organization.

Why this position matters: As an advocacy organization that communicates with and equips tens of thousands of advocates to engage in activism on a daily basis, NETWORK relies on timely, accurate, and effective digital communications and action alerts to educate our community and advance progressive federal policies. The Digital Coordinator ensures that NETWORK is sending high-performing email and SMS copy to engage our current activists and engage new, diverse activists across the country in strategic actions that advance and promote the common good. Our ultimate goal is for the person in this position to be instrumental in creating data-driven strategy and providing leadership in executing NETWORK’s issue-driven and organizational digital campaigns.

You could be our next Digital Coordinator if you have:

- 3-5 years of experience working on digital campaigns, including more than a year working with an email, SMS, or direct marketing program for an electoral campaign, advocacy organization, or non-profit organization
- Experience drafting and executing message-focused email and SMS programs
- Excellent writing and editing skills and a strong attention to detail
- Knowledge and comfort with digital advocacy tools, email and SMS marketing softwares, WordPress, the basics of CSS and HTML, video editing software, Canva and/or Adobe Creative Suite
- An understanding of the political process and familiarity with NETWORK’s issue areas
- Experience managing multiple complex projects and finishing tasks ahead of fast deadlines
- Enthusiasm about collaboration and willing to share ideas openly with other team members
- The ability and willingness to give clear written and verbal feedback, accept and implement feedback, and be a resource for other staff members
- A commitment to creating a multicultural, anti-racist organization
- *Familiarity with faith-based organizations, advocacy organizations, or working with communities marginalized by our systems and structures is a plus.*

What you are great at:

- Inspiring people to take action using the written word, images, and video.
- Leveraging digital tactics, including email and SMS platforms, to reach and engage various constituencies.
- Seeing the arc of an issue-driven or fundraising campaign and creating an email calendar to complement it.
- Understanding different email audiences and coming up with ideas about how to segment them.
- Identifying opportunities for rapid response and online engagement and capitalizing on them.
- Working closely with the Communications Director and Social Media Specialist to track breaking news that can be amplified online, and with the Content and Editorial Manager to produce innovative ways to deliver content.
- Tracking and analyzing digital data.
- Managing relationships with contractors and vendors.

What you'll be doing:

- Running/leading NETWORK’s email program, incorporating industry trends and best practices.

- Providing email subscribers with a balance of education, opportunities for advocacy, donation requests, invitations to events, and other ways to connect with NETWORK.
- Proposing ideas for email testing and optimization.
- Managing workflows and protocols for both proactive email strategies and rapid-response opportunities, including drafting, formatting, producing, targeting, and checklisting to get emails out on schedule.
- Managing NETWORK's SMS platform and using text messages to communicate with activists via SMS for rapid-response actions and other mobile-friendly engagement opportunities via MobileCommons.
- Coordinating digital advocacy tools, enabling NETWORK Activists to contact their elected officials via email and phone, and posting action alerts on the WordPress website, ensuring that alerts on the website are timely and relevant.
- Overseeing the organization website, working with staff and contractors to make sure content is timely, accurate and inclusive, and all aspects are fully functional. Ensuring new/fresh content, maintaining an open feedback cycle to be in touch with the needs of website users, and monitoring developments in user experience and SEO best practices as well as technologies to improve NETWORK's online presence
- Creating graphics as needed for website, email, and in support of social media campaigns; contributing to social media content.
- Exploring the use of digital ads to reach campaign and organizational goals
- Tracking metrics, sharing timely updates and producing monthly reports (and additional reports as needed) to report out on advocacy numbers, list growth, and other key data points across platforms.
- Contributing to communication and promotional aspects of organizational campaigns, events, and initiatives.
- Collaborating in the development of NETWORK's policy agenda, project managing/mentoring staff or interns as needed, and participating in organizational activities (planning, evaluation, development).

What it's like working at NETWORK:

Rooted in Catholic Social Justice, NETWORK is a diverse and inclusive organization, open to all who share our passion for justice. Staff and members are people from a variety of racial, ethnic, 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 foundresses 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 do the unpopular. [Read More.](#)

Benefit details:

- Starting salary: \$54,000-\$60,000
- Additional \$1,200/year to help cover commute/work-from-home costs
- Generous time off: 2 weeks paid vacation, Christmas week off, 12 additional holidays, monthly personal days
- Platinum level health plan – as well as dental and vision – at no cost to you
- Generous retirement plan and parental leave after one year
- Four staff retreat days; an organizational commitment to professional development and wellness

How to apply:

Cover letter: 2-3 paragraphs in an email (not attached, but written in the body of the email) telling us why you're interested in this position and why you want to be a part of the NETWORK team, and where you found us. Give us a sense of the level of responsibility, complexity, and creativity of the past digital engagement work you've engaged in. Please also tell us how you found out about this opening.

Resume: While you may focus on digital engagement experience, please include all experience so we get a good picture of what you've been up to.

Email: Send materials to Colleen Ross at employment@networklobby.org. Please include "Digital Coordinator" in the subject line.

Timing: This position will stay open as long or as short as needed—until we find the right candidate. First review of candidates will be for those we receive by January 2. You will receive an automated reply right away, and we anticipate contacting all candidates again in mid-January to let them know their status in our process.

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.