

Digital Engagement Strategist Job Description

Organizational Description: Founded in 1994, the National Latina Institute for Reproductive Justice (Latina Institute) builds Latina/x power to fight for the fundamental human right to reproductive health, dignity, and justice. We center Latina/x voices, mobilize our communities, transform the cultural narrative, and drive policy change. We amplify the grassroots power and thought leadership of Latinas/xs across the country to fuel a larger reproductive justice movement.

Position Description: The National Latina Institute for Reproductive Justice (Latina Institute) is seeking a Digital Engagement Strategist to build and guide a comprehensive digital strategy for the organization to support its intersectional framework, build public awareness in Latina Institute as an organization, and create an entry point for advocacy and digital organizing. This includes managing and supervising the day-to-day digital operations of content creation and assets across various platforms held by the organization, including e-mail, website and social media.

The Digital Engagement Strategist will work with a diverse group of internal and external stakeholders to ensure the success of the organization's digital presence, including our digital expansion and creation of toolkits and messaging priorities and acquisitions for advocacy and digital organizing. Candidates should be detail oriented, possess excellent project planning and management skills while working in a dynamic environment. Candidates must have prior experience in digital campaigns and a knowledge of reproductive justice. This is a hybrid/remote role.

Reporting to the Senior Director of Communications and Public Affairs, the Digital Engagement Strategist will support multiple areas of the organization including digital strategy, communications, civic engagement, and occasionally, fundraising. This role will be a critical partner in developing the strategy and managing the implementation of the organization's digital activities. They will coordinate and manage day-to-day digital content strategy and scheduling that impacts email, website content, social media, SMS, and other internal and external communications.

Location: Hybrid, New York, NY or Washington, D.C. preferred

The Latina Institute operates as a remote organization but requires some roles to be based in specific locations and/or to operate in a hybrid way. Due to the nature of this role, you must be able to travel to various locations, including, to work from and participate in in-person events, meetings, and other activities.

Employee Status: Full Time, Exempt, 40 hours per week

Flexible schedule of Monday - Friday between an 8AM – 6PM EST Window
Travel required - 20% estimate

Responsibilities include (but are not limited to):

- Expand, refine and implement digital engagement strategy for Latina Institute's audiences over email, social media, SMS, the website, and other digital properties.
- Plan and implement online advertising to meet specific audience growth goals.
- Work cross-functionally with Latina Institute's leadership and staff to set strategy for Latina Institute's social channels, with particular emphasis in aligning Latina Institute's state handles with our national handles.
- Develop and coordinate a multi-channel digital content strategy. Ensure that our content strategy promotes our mission and goals; aligns with the messaging used by the Latina Institute at large; speaks to our main target audiences; and is engaging across digital channels.
- Coordinate and manage the day-to-day for digital content strategy, SMS, email and website.
- Assist with the creation and implementation of national and state campaign strategies.
- Identify and execute rapid response digital campaigns and days of action; use the news cycle to boost key mission and advocacy priorities.
- Manage outside consultant support for website and digital content generation and administration.
- Develop and maintain relationships with consultants and stakeholders to ensure successful completion of various digital efforts.
- Measure, track, and analyze digital engagement across platforms and adjust strategy per the data.
- Set specific digital goals and track progress of those goals to inform the growth of the Poderosa Mountain (Latina Institute's power building and leadership development model).
- Analyze and report metrics related to the digital strategy nationally and locally for trends and best practices.
- Manage, lead and/or mentor staff/interns/fellows supporting these operations.

What You Will Need to Be Successful:

- Bi-lingual fluency (Spanish & English)
- Demonstrated commitment to reproductive justice, immigrant women's rights, Latinx civil rights, social and racial justice.
- A minimum of five years of progressive experience in digital field work, including running a communications or digital program for a non-profit, candidate or issue-based electoral campaign.

- Applicable experience and understanding of fundraising, marketing, and grassroots organizing.
- A deep understanding of the role digital work plays in modern news cycle-driven campaigns, with the ability to think across channels and adapt content through social listening and tools to monitor optimization.
- Experience developing and implementing issue driven drip campaigns, and extended integrated email, SMS, social, and website strategies.
- Demonstrated experience with CRMs and data mining tools including, EveryAction, Mobile Commons, ActBlue, WordPress and Google Analytics. Experience managing mobile apps for campaign efforts is a plus.
- Excellent writing and copy-editing skills for content and adaptability for email advocacy and fundraising content.
- Strong time management, project management and prioritization skills for setting milestones in a fast-paced environment with competing projects.
- Ability to meet tight and shifting deadlines consistently with minimal supervision.
- Collaborative team player who takes (and gives) feedback constructively.
- Ability to develop, nurture and manage professional, respectful, and positive working relationships across all functional lines of the organization with a service driven mindset.
- Proven track record of building momentum and increasing results through consistent messaging and strong content delivery.
- Entrepreneurial mindset, with strong problem-solving and creative thinking skills.

Salary Range: \$75,000 - \$85,000 annually based on experience.

Our comprehensive package of benefits includes:

- Medical, dental, and vision plans
- Vacation, personal, and sick time
- Retirement plan, including employer match
- Paid parental leave
- \$1,000 towards professional development

Benefits: The Latina Institute offers excellent benefits for full-time employees, including health/vision/dental insurance, 401(k) benefits, vacation, and sick leave.

Application Procedure: Please send your resume and cover letter via e-mail to humanresources@latinainstitute.org. Please include in the subject line: **Applicant – Digital Engagement Strategist**

National Latina Institute for Reproductive Justice is an equal opportunity employer, committed to inclusive hiring and dedicated to diversity in our work and staff. We do not discriminate in

employment opportunities or practices on the basis of actual or perceived race, color, religion, national origin, sex (including pregnancy, childbirth or related medical conditions), age, marital status, sexual orientation, gender identity or expression, veteran status, uniform service member status, disability or any other characteristic protected by law. Women, people of color, including bilingual and bicultural individuals, LGBTQ+ persons, and people with disabilities are encouraged to apply.