



Overview

The Committee to Elect Danielle Allen is seeking an organized, energetic, and passionate individual to be a Digital Organizing Director. Our campaign is committed to an organizing first approach that empowers volunteer leaders, deploys traditional direct voter contact, as well as digital, relational, and distributed organizing strategies and tactics, and centers communities for sustained movement and coalition building.

The Digital Organizing Director will develop volunteer engagement and voter mobilization strategies through digital platforms, build and manage online volunteer communities, and scale the campaign's distributed and relational organizing programs through digital platforms to expand and build volunteer capacity. The position requires previous organizing experience, an understanding of digital organizing strategies, tactics, and tools and knowledge of current best practices across email, social media, and other digital platforms.

The Digital Organizing Director reports directly to the Organizing Director.

Responsibilities

- Develop and implement volunteer engagement and voter mobilization strategies through digital platforms.
- Serve as the point of contact and admin for all campaign digital organizing and online community tools.
- Work with the Organizing team to:
 - Identify and recruit volunteers and volunteer leaders over digital platforms.
 - Create and manage volunteer events over digital platforms.
 - Create and manage volunteer communities over digital platforms
 - Train volunteers and Organizers in digital organizing best practices and how to use digital organizing and online community tools.
 - Implement and manage the campaign's distributed and relational organizing programs.
- Work with the Constituency Organizing Director to engage, recruit, and mobilize key constituencies through digital organizing strategies and tactics.
- Work with the Communications and Digital teams to engage, expand, and mobilize the campaign's volunteer and supporter base through digital toolkits, ads, and content across email, social media, and other digital platforms.
- Other duties as assigned.

Qualifications

- 2-3 years of organizing experience in electoral or advocacy campaigns, with specific experience leveraging digital strategies and tools to recruit, train, and manage volunteers.
- Basic understanding of organizing strategies, tactics, and metrics, and experience training, coaching, and empowering volunteer leaders and/or volunteers.
- Proficiency with volunteer management tools: Votebuilder/VAN, Mobilize, and OnlineActions.
- Proficiency with online community tools: Slack, Facebook Groups, Google Meet, and Zoom.
- Knowledge of digital organizing tools: dialers (ThruTalk or HubDialer), P2P texting (ThruText, Spoke, or Hustle), relational organizing (Reach, Team, or OutVote), and SMS texting.
- Knowledge of email CRMs (NGP or ActionNetwork) and social media platforms (Facebook, Instagram, Twitter, TikTok, and Snapchat).
- Graphic design skills are preferred, but not required.
- Proficiency with Google Suite and Microsoft Office.
- Must have access to a cell phone, laptop, and reliable internet.
- Ability to meet ambitious goals through innovative solutions.
- Be willing and able to work long hours, including nights and weekends.
- A commitment to building an inclusive and equitable team culture.
- Ability to manage multiple tasks with varying and shifting deadlines.
- High emotional intelligence, as well as excellent written and verbal communication skills.
- Ties to Massachusetts are preferred, but not required.
- Passion for and commitment to electing women of color.

Salary: \$5,500/month plus benefits

To apply, please send your resume to jobs@allenforma.com with “[NAME]: Digital Organizing Manager” in the subject line. No cover letter required.