

JOB ANNOUNCEMENT
DIGITAL ORGANIZING STRATEGIST

Deadline to apply: Applications will be accepted until position is filled.

About Communities United for Police Reform: [Communities United for Police Reform \(CPR\)](#) is an unprecedented campaign to end discriminatory and abusive policing practices in New York City, and to build a lasting movement that promotes public safety based on cooperation and respect – not discriminatory targeting and harassment.

Digital Organizing Strategist Position Summary: This position will work with the Director of Communications, other staff, members, partners, and supporters to implement a multi-tiered strategic communications plan that advances the campaign's public policy, public education, organizing and strategic communications objectives. This includes coordinating timely responses to emerging media opportunities that advance campaign priorities; using digital and online communications to build public support for campaign priorities, and managing the campaign's digital infrastructure. As a member of a small staff team, the ideal candidate has experience with digital/online communications and traditional media, strong graphic design skills, is committed to CPR's issues, flexible and effective in a fast-paced and evolving environment, and has a great sense of humor.

RESPONSIBILITIES

Digital & online communications (70%) – Develop and drive digital and online communications strategy to advance campaign goals and key events, including:

- **Manage and grow CPR's social media accounts**, including: produce and curate daily content (audio, graphic, video, etc.); cultivate and engage online audiences, draft and manage website and blog content, draft and manage e-communications and liaison with online vendors.
- **Manage website, online properties and e-communications**, including: draft and manage calendar of website postings; manage website design upgrades and changes; draft content and manage calendar of regular and timely e-communications and relevant postings.
- **Coordinate CPR's social media partners**, including developing and organizing specific social network projects and mini-campaigns that advance campaign goals; coordinate CPR's social media team, including develop sample content for use/adaptation by members/partners.
- **Conduct regular analysis and reporting** of metrics to assess impact and inform digital/online communications strategy.

Traditional and grassroots media (20%) – Work closely with the Director of Communications, CPR's Communications Affinity Group and others to support implementation of CPR's traditional and grassroots media work, including:

- **Work with Director of Communications** to coordinate media outreach and responses to media requests; create and share daily & occasion-specific listing of relevant media clips; coordinate relevant training opportunities for members; and coordinate communication w-relevant internal committees.
- **Coordinate materials/media production and distribution.** Work with relevant staff, members and others to manage development, production, distribution and inventory of print and online materials (e.g. infographics, fact sheets, flyers) and multimedia content for the campaign.

Other Responsibilities (up to 10%) - Other responsibilities, as assigned, including: Provide logistical and administrative support for communications projects and events; limited consultation and support to CPR members related to their digital and online communications; and participate in staff/campaign meetings and other duties.

COMMUNITIES UNITED FOR POLICE REFORM

CPR Digital Organizing Strategist
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Qualifications and Skills of Ideal Candidate

- **Passion for/knowledge of racial justice and police accountability issues**, and demonstrated commitment to the vision and values of CPR. Knowledge of key issues, commitment and demonstrated experience working with/organizing diverse communities directly affected by discriminatory and abusive policing, including: communities of color, low-income people, youth, Muslims, LGBT people, homeless people, immigrants, women, and people with disabilities.
- **At least 2-3 years of experience implementing multi-faceted digital and online communications strategies in a campaign setting, reaching various audiences** (e.g. producing multi-media content and other materials, managing online and social media to advance campaign goals). **Demonstrated experience as effective online campaigner**, using Facebook, Twitter, Instagram and other social media outlets as organizing tools.
- **At least 2 years managing dynamic websites, content management systems and online organizing tools** (including experience with Drupal, SquareSpace, WordPress and other website content systems). Strong knowledge of HTML, CSS, usability and email marketing best practices.
- **Excellent writing, research and communications skills**, including: demonstrated ability to analyze issues, think strategically, and communicate complex issues clearly, concisely and persuasively to a variety of audiences; ability and track record of writing well, quickly, and within deadlines.
- **Proficiency and experience in graphic design** (Photoshop, Illustrator, InDesign), ability and track record of producing high quality graphic design within quick deadlines.
- **Strong interpersonal and team skills** with proven ability to help lead committees and work both in collaboration and independently in parallel with others.
- **Understanding of, and flexibility in, a small team, fast-paced environment and excellent organizational skills:** creative, results and detail-oriented, and able to manage and prioritize multiple responsibilities within deadlines.
- Experience providing relevant technical assistance and training preferred.
- Spanish language proficiency preferred.
- Proficiency with video-editing software preferred.

Position Reports to: Director of Communications

Compensation and Schedule: This is a full-time salaried position with generous benefits package. Current annual salary range for this position is \$40K-\$52K based on experience and qualifications. Most work will be during business hours, but schedule varies based on activities of the campaign, and will require working evenings and weekends, as needed.

How to apply: As pdf attachments, please send your resume and a cover letter to jobs@changethenypd.org. **Cover letter should include** 2-3 online [links](#) to relevant sample work, and contact information for three professional references. **In the email's subject line, include the position title:** "Digital Organizing Strategist". The position will be open until filled. No phone calls please. We appreciate all applicants, but please be advised that we can only respond to those we intend to interview. For more information about CPR, please visit our website at www.changethenypd.org

Communities United for Police Reform (CPR) is an Equal Opportunity Employer and does not discriminate on the basis of race, creed, sexual orientation, gender identity, age, ethnicity, national origin, religion, or disability.