



MIRA Coalition: Digital Organizer Position

Position Description:

The Digital Organizer works in collaboration with MIRA's Political and Communications Teams to coordinate MIRA's campaign strategy in the digital space and increase virtual engagement with the community. The Digital Organizer will use social media and tech tools to drive organizing campaigns aimed at building our base of supporters, translating online engagement into action, and deepening our organizing program, both online and offline.

Duties and Responsibilities:

- Build our base of supporters through digital advertising, organic social media, texting, and other digital tools.
- Craft engaging social media posts, cultivate online community, and explore how new social media platforms and features can be used for organizing.
- Coordinate with teammates and members to develop narrative content for mass emails and social media posts to support online and offline organizing campaigns.
- In collaboration with organizing staff, use social media, email, online advertising, and other digital tools to develop online-to-offline organizing programs
- Maintain a digital ladder of engagement that deepens our online-to-offline organizing programs
- Lead meetings, town halls or other forums to build member and community engagement online
- Collaborate with Communications and Organizing leads to coordinate campaign goals, develop campaign concepts, and produce content, including emails, action pages, and social media posts to engage and mobilize supporters to take action
- Test, setup, and train staff/supporters to use texting, relational organizing, online advocacy, and other software tools for organizing.
- Provide coaching and technical assistance to MIRA's member organizations and coalitions, helping them use technology and online outreach to further organizing goals.
- Participate in evaluation of digital content and campaign metrics to guide and inform future content and strategies
- Perform other duties as required to support the work of the organization as a whole.

Minimum Qualification:

- Bachelor's degree required/ One -Three (1-3) or more years of experience
- Excellent written and oral communication skills
- Familiarity with digital ad campaigns
- Proficiency with Adobe Creative Suite or similar tools
- Adaptability when managing workload and flexibility when working with others
- Can meet deadlines and manage multiple tasks
- Strength in relating to people from diverse backgrounds, bicultural competency preferred.
- Excellent personal accountability and follow-through
- Multilingual skills are a plus



Salary:

The salary range for the position is \$50,000 – 55,000 depending on experience.

To Apply:

To apply, email at hrrecruiting@miracoalition.org with a resume and cover letter, with “Digital Organizer” in the subject line of the email.