Over the past two years, the Texas Civil Rights Project’s (“TCRP”) digital footprint has grown at least six-fold on all of our major platforms, including Facebook, Twitter, email, etc. Increasingly, we are able to mobilize our digital audience to take action on our goals — including through petitions, event attendance, grassroots contributions, earned media, and more. To help sustain our engagement and grow our impact on our online, TCRP now seeks a temporary Digital Coordinator dedicated to advancing our campaigns and projects related to our Racial & Economic Justice (REJ) program.

* Please note: this is a one-year position, any extension would be based on additional funding*

The Digital Coordinator will be part of a team that will work together to accomplish the goals of our REJ campaigns — including ending family separation, holding Border Patrol accountable, stopping the Border Wall, and protecting the rights and dignity of asylum seekers. The Digital Coordinator will be responsible for reaching and growing a network of activists that are responsive and engaged with our campaigns and working with the team to engage them in other TCRP programs.

As part of the Community Engagement Department, the Digital Coordinator will be managed by the Advocacy & Communications Director and may be based in either TCRP’s Austin, Houston, North Texas, San Antonio, or South Texas office. Strong preference will be given to candidates who can be based in our South Texas office.

- Create concise, eye-catching, and innovative digital content on our social media platforms (including public-facing Twitter, Facebook and Instagram accounts) and keep internal stakeholders informed and knowledgeable about social media metrics as well — including maintaining organizational content calendar.
- Generate opportunities to identify and engage campaign supporters and drive measurable online actions through alerts, infographics, key messages, etc.
- Collaborating with attorneys, volunteers, partners, and development staff proactively to seek content and drive forward our campaigns.
- Researching and staying up to date with partners and issues related to TCRP’s current campaigns and projects.
- Utilize social media and texting programs to maximize digital list building.
- Deepen supporters’ sense of identity and involvement with our campaigns, including both online and offline engagement.
- Perform uploads to email database and facilitating email campaign list selection and segmentation testing and strategy.
- Understand and apply data analytics related to the campaign email list, website, and social channels to improve the effectiveness of the campaign.

**Qualifications**

- Commitment to understand race, class, gender, and other equity issues as part of your work as well as the impact these structural issues have on our collective work environment.
- Belief in and commitment to progressive social, racial, and economic justice.
- We are seeking previous experience of a minimum of one fully executed digital organizing campaign and the ability to mentor others in digital organizing skills.
- Experience with Google Analytics, WordPress, Canva, Adobe Suite products, BlueStateDigital, NGP VAN / EveryAction, and/or other advocacy platforms.
- Proficiency in the strategic use of Facebook, Twitter, and other social media platforms,
as well as social media management systems (i.e. Hootsuite) and SEO.

- Exceptional oral and written communication skills.
- Ability to receive and integrate performance based feedback into ongoing work plans as well as the ability to provide relevant and timely feedback to peers in a constructive manner.
- Excellent strategic thinker and able to set goals and execute strategies and tactics to achieve them. You can adjust strategies and approaches when your first (or eighth) attempt isn't getting you the results you need.
- Excellent written and verbal communication skills along with a demonstrated ability to get people to take action both online and offline.
- Can juggle and prioritize across multiple projects, both for yourself and for a team, without dropping any balls.
- Ability to take initiative, solve problems, and quickly jump onto urgent matters and opportunities as they come up.
- Able to build strong relationships and work collaboratively across diverse communities—including in particular communities of color, immigrant communities, and persons with disabilities—and across different teams internally.
- Able to contribute deeply to and model our organizational culture.
- Spanish fluency preferred but not required.

| Salary/Hours | Salary will be based on years of experience, with a starting salary rate of $47,000. TCRP also offers excellent benefits, professional development opportunities and a deep commitment to a meaningful work-life balance. Benefits include: employer-paid health insurance, four weeks paid vacation, eight weeks paid family leave (with avenues to extend leave to 14 weeks in total), a $500 professional development budget annually, and extensive holidays, including a winter break between December 25th and New Year’s Day. |
| Employer/Agency | Texas Civil Rights Project |
| City, State, Zip | Houston, TX |
| Application Method | To apply, please follow application details here: https://texascivilrightsproject.submittable.com/submit/152398/digital-coordinator |
| Opening Date | Deadline to apply: 11/25/19
Applications will be reviewed as they are received, so apply as soon as possible. |

To post a job opportunity or if your response to this job posting results in successful employment, please email the GCSW Office of Alumni and Career Services at mswjobs@central.uh.edu with the hiring details of your new job opportunity. Thank you.