



EMPLOYMENT OPPORTUNITY
DIGITAL ORGANIZER

New Jersey Citizen Action (NJCA) is a statewide advocacy and direct service organization that fights for social, racial and economic justice and promotes the financial security of low and moderate income families through the provision of free direct services. Our direct service includes health care ACA enrollment, housing counseling, foreclosure prevention, financial education and coaching, and tax preparation. Our advocacy cover a broad range of issues affecting low and moderate income families, including quality and affordable health care for all, economic justice, workers rights, affordable utilities, consumer financial protection, and tax/budget fairness.

The Digital Organizer will oversee and execute strategies to increase NJCA's online presence, network of supporters and service program participants, and build power for NJCA so we can successfully achieve social change for low- and moderate-income families and people of color.

- Create and design impactful digital content for use in email, social media, and other online platforms to help promote our direct service and advocacy programs.
- Manage and expand our database of online activists and our various online tools and platforms.
- Craft and coordinate email, text and phone actions targeting decision-makers, promoting events, and engaging our activists on our advocacy campaigns and service programs.
- Work with staff to amplify our digital presence and impact on Twitter, Facebook, Instagram and other social media platforms.
- Provide online support for in-person and online events such as tele-town halls and webinars.
- Provide digital support for voter targeting and strategic list pulling from the voter file (VAN) for electoral campaigns.
- Assist in devising and executing online fundraising strategies.
- Ensure organizational website content is maintained and updated regularly, coordinate website revamps.

Requirements:

1. At least two years' experience in organizing and advocacy.
2. Strong design, writing and public messaging skills.
3. Strong proficiency in digital and social media for organizing purposes.
4. Commitment and ability to plan, and stay organized.
5. Capable of taking the lead on a project while also working within a team.

Pluses

1. Knowledge of Phone to Action, WordPress (VAN) file, Zoom, and Canva a plus.

Compensation:

Salary range is between \$43,000 and \$50,000 and commensurate with experience. Comprehensive health care, dental, vacation, and other benefits. Position based in our Highland Park office, currently operating remotely.

Email resume:

Jerome Montes, Communications Director
New Jersey Citizen Action
Email: jobs@njcitizenaction.org

NJCA is an Equal Opportunity Employer – Women and people of color are encouraged to apply!