



Digital Engagement Organizer

Carolina Federation

The Carolina Federation is seeking a part-time Digital Engagement Organizer to build grassroots political and electoral power across North Carolina. This position will directly support our 2021 and 2022 base building and electoral organizing efforts within our chapters as well as at the statewide level.

About the Carolina Federation

The Carolina Federation is a statewide organization that brings local people together across race and the rural-urban divide to build political and electoral power in their own communities and across North Carolina. At a time when the right-wing holds power in our state and far too many campaigns overlook the importance of long-term investment in local communities, we are developing a bold approach to organizing and voter engagement for North Carolina. By unleashing the full potential of our diverse communities we can create real change in the lives of our people, win elections that were previously unwinnable and transform the political terrain. This approach to building power is defined by our relentless commitment to bringing new people into political action, our deep investment in local leadership, and our intentional integration of cultural work with community and electoral organizing.

About the Digital Engagement Organizer

In this moment of growth and opportunity for the Carolina Federation, we are looking to hire a Digital Engagement Organizer to support the growing social media and communication needs for our work across the state.

We are seeking a Digital Engagement Organizer who would

- be thrilled to help grow innovative political organizations across North Carolina
- fit our culture of courageous leadership and playful camaraderie, and
- share our deep love of people and ferocious commitment to power and transformation.
- has a commitment to building power through elections, issue campaigns, and organizing, centered around the leadership of working-class people and people of color.
- has a commitment to interdependence -- bringing your best, while relying on the strengths of others-- knowing that we are responsible for each other's well-being.

What We're Looking For In A Digital Engagement Organizer

These are the types of skills and competencies that we'd be looking for in our Digital Engagement Organizer. We offer these as a broad outline; it is not necessary that applicants have experience in all skills and competencies:

- **Content Creation & Social Media**

- Manage our online presence across a range of social media platforms and online advocacy tools, such as mass emails, texting and petitions.
- Create digital content including graphics targeting working class people regarding candidates or issue-based campaigns.
- Engage members and potential members via online tools and phone to schedule them into one-on-ones and ask them into online and offline actions and events
- Maintain a social media content calendar either using spreadsheets or program like Buffer/Airtable

- **Digital Organizing & Membership Engagement**

- 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
- Build relationships with members via one one ones
- Lead meetings, town halls or other forums to build member and community engagement online
- Advising and managing volunteer leaders and / or staff, providing clear direction and support that enables the success of others and builds their long-term commitment.

Supervision

This position will report directly to the Data and Digital Director for the Carolina Federation

Benefits and Compensation

This is a part-time, salaried position at \$45,000 – \$55,000 a year (equivalent), based on equity, experience and qualifications. This position starts immediately and runs through the end of February 2022.

Location and Travel

This is a remote position that runs through the end of March 2022.

How to Apply

Please upload a cover letter, resume, and at least three references to jobs@carolinafederation.org.

In your email or cover letter, please include how you heard about this position.