

AMERICA'S VOICE

America's Voice Senior Digital Director

About America's Voice

The mission of America's Voice (AV) and America's Voice Education Fund (AVEF) is to push for policy change that guarantees full labor, civil and political rights for immigrants and their families. We work in partnership with progressive, faith-based, labor, civil rights, and grassroots groups, networks, and leaders to advance policies and legislation that stabilize the lives of 11 million Americans-in-waiting and put them on the road to full citizenship.

Position Summary

Reporting to the Executive Director and serving as an integral member of the leadership team, the Senior Digital Director will be responsible for developing and executing AV's digital strategy, managing the digital team and consultants, and overseeing AV's digital content creation.

Buckets of Responsibilities

- **Digital Strategy, Vision, and Leadership**
 - Play a leadership role in setting, implementing, and tracking progress toward AV's goals.
 - Develop and implement AV's digital strategy to expand reach, engagement, and influence among key audiences on digital channels; advance AV's brand identity; and broaden understanding of our priorities.
 - Partner with allies and colleagues to coordinate online actions and mobilizations that direct public pressure on the Administration, Congress, DHS, or local/state governments.
 - Help strengthen digital communications capacity among AV's partners through trainings, digital assets, and other supports.
 - Identify performance metrics based on performance and in-house data analytics.
 - Research and recommend emerging digital media technologies and channels.
 - Train national, state, and local partners on online organizing and best practices and tools.

- **Digital Operations**
 - Oversee execution of AV's digital strategies across websites, social media platforms, and email campaigns to further AV's positioning and brand.
 - Start up and grow an email and social media fundraising program.
 - Actively manage the digital team's contribution to AV's communications work by disseminating responses on digital channels, creating digital content to engage key audiences, and leveraging partners and allies to amplify AV's reach.
 - Provide quality assurance for all digital communications.

- **Team Development/Management**
 - Mentor and develop staff using a supportive and collaborative approach consistent with AV's values and approach.
 - Establish and monitor staff performance and development goals, assign accountabilities, set objectives, establish priorities, conduct annual performance appraisals, and administer salary adjustments.
 - Manage contractors and vendors as necessary.

Qualifications

Messaging: Strong editorial judgment and experience promoting “messages of the day/week.” Ability to understand the complexities of what we do and how we do it.

Excellent writing and editing skills: The ability to take our messaging and craft multi-media content across a wide variety of platforms and digital channels, including web content, video, social media, etc.

Outstanding management and interpersonal skills: High degree of emotional intelligence with the ability to establish relationships of trust with colleagues, direct reports, and community partners. Can genuinely build authentic relationships across lines of difference, such as race, ethnicity, sexual orientation, class, ability, gender identity, citizenship status, or other identities. Can build alignment and can make hard decisions (that not everyone will agree with) when necessary. Able to help develop the skills of junior staff members.

Wide-ranging experience with digital tools: Experience with CMS and social media are a must. Experience with one or more of these SEO / SEM, email / CRM, graphic design, website design, and/or video production are required.

Familiarity with the pro-immigrant narrative and immigration as an issue are ideal but not required. Spanish language fluency is preferred.

Salary Range:

The salary range for this position is \$115,500 to \$125,000 per year.

Benefits:

- Remote-first work environment
- Competitive salary
- Comprehensive health, dental, and vision insurance
- Retirement savings plan with company match

If you're passionate about leveraging your strategic digital skills to advance immigration reform and social justice causes, we invite you to apply. Join us in making a meaningful impact while enjoying the benefits of remote work. Apply now by sending your cover letter and resume to jobs@americasvoice.org and be part of our dedicated team working towards positive change!

Equal Employment Opportunity Statement

America's Voice is an equal opportunity employer and is committed to providing equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or veteran status, in accordance with applicable federal, state, and local laws.

America's Voice complies with applicable state and local laws governing non-discrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

America's Voice expressly prohibits any form of unlawful employee harassment based on race, color, religion, sex, sexual orientation, gender identity, national origin, age, disability, genetic information, marital status, or veteran status. Improper interference with the ability of America's Voice employees to perform their expected job duties is absolutely not tolerated.