

Digital Communications Associate

The Leadership Conference on Civil and Human Rights/ The Leadership Conference Education Fund

The Leadership Conference on Civil and Human Rights is a coalition charged by its diverse membership to promote and protect the rights of all persons in the United States. The Leadership Conference works toward an America as good as its ideals. For more information on The Leadership Conference and its 200-plus member organizations, visit www.civilrights.org.

The Leadership Conference Education Fund builds public will for federal policies that promote and protect the civil and human rights of all persons in the United States. The Education Fund's campaigns empower and mobilize advocates around the country to push for progressive change in the United States.

Job Description

The Digital Communications Associate will be responsible for a variety of day-to-day activities designed to strengthen the voice of the civil and human rights coalition through the organizations' websites, blogs, and various online social media channels. Emphasis will be on developing social communications messages and campaigns and providing leadership and coordination while working with colleagues and coalition partners to develop collective strategies for using innovative content to drive the online conversation around campaigns and priority issues. The employee in this position will report to the VP for Communications.

Skills and Qualifications

- At least two years' experience working in communications, with a digital media focus of professional communications-related work
- Experience with news media, political, advocacy and/or nonprofit organizations
- Experience creating and executing social media content for a business or organization; knowledge of current best practices and standards
- Experience running and reporting on paid campaigns through Facebook, Twitter and various social media platforms
- Ability to think strategically and creatively about achieving goals and milestones
- Excellent written communication skills
- Strong copyediting and proofreading skills
- Video editing and design skills a plus
- Ability to multitask under high-pressure situations and adapt to rapid, shifting deadlines
- Strong organizational skills with ability to independently manage priorities
- Familiarity with content management systems such as WordPress
- Strong passion for social justice and fostering social change
- Experience working with social media monitoring and engagement platforms

Duties and Responsibilities

- Maintain the organizations' daily presence across primary social media channels
- Play a leading role in planning and implementing social media tactics in support of defined policy goals (i.e., voting rights, judicial nominations, etc.), including an internal social media cross-departmental team
- Update content on organizational websites
- Coordinate with coalition partners on targeted social media campaigns in support of policy goals

- Conceptualize, create and execute content for multiple social media channels, including blog posts, working with other staff members across departments as appropriate
- Monitor social media trends, influencers, coalition partners, and emerging online tools to maximize the impact of online communications strategies.
- Track and analyze performance data to inform thinking around social media campaigns
- Support adoption of relevant social media techniques across all departments and with Leadership Conference/Education Fund leadership.
- Perform other duties as assigned

Salary and Benefits

This is a full-time position. Salary is competitive and benefits include health and dental insurance.

To Apply:

Send resume and cover letter including salary requirements via email to personnel@civilrights.org with “Digital Communications Associate” on the subject line; fax to (202) 466-0016, or mail to:

The Leadership Conference on Civil and Human Rights
1629 K Street, N.W., Suite 1000
Washington, D.C. 20006
Attention: HR