



The Florida Immigrant Coalition Votes (FLIC Votes) is a non-profit organization whose mission is to amplify the power of immigrant communities to impact the root causes of inequality, defending and protecting basic human rights, including the right to live without fear.

### **Position Summary: FLIC Votes Digital Campaign Strategist**

The FLIC Votes Digital Campaign Strategist is responsible for the development and implementation of a strategy that leads to voter engagement in online then offline engagement . This position will work in online spaces to cultivate volunteers, potential members, and supporters to work with us as we transform the Florida Electorate ahead of the 2022 Elections. The position will lead digital electoral organizing strategy, provide guidance to organizers who are also working in digital spaces, and see that key goals are met in order to create a pro-immigrant electorate in Florida.

### **Detail of Responsibilities**

#### **Campaign Development, Execution, and Oversight**

- Work with the Deputy Political Director and Communications Director to develop and implement digital electoral organizing strategy to build and expand the electorate.
- Plan and execute effective digital media campaigns that broaden and deepen political education, voter education, and voter mobilization and engagement for diverse constituencies.
- Develop social media, and event calendars, all of which will be vehicles for voter engagement.
- Work to provide training and support to organizers, volunteers, and key stakeholders of our digital voter engagement strategy so that they can work to amplify our efforts.
- Set the goals for the campaigns and strategies based on larger organizational goals.
- Report and analyze results on a monthly and quarterly basis.

### **Qualifications:**

Qualifications are a model for the ideal candidate. If you do not match all of the qualifications perfectly but believe you are a valid candidate for this position, do not hesitate to apply.

The ideal candidate will have:

- 2 cycles of political, social advocacy, and/or fundraising campaigns.
- 1 cycle's experience in digital organizing at a state-wide level (regardless of state).
- Keen understanding of Florida's electoral landscape and complex electoral demography.

- Commitment to Language Justice. Seeing that execution of strategy has in mind our priority constituencies which speak Spanish, Haitian Creole, and English.
- Proficient in Electoral Digital Organizing tools such as VAN, Mobilize, and Relational Organizing.
- Minimum 1-Year of digital marketing experience on the following platforms: Facebook, Twitter, YouTube, and Instagram. Proficient in Facebook Ads Manager and Google Ads manager.
- A strong commitment or tie with the immigrant justice space.
- The ability to communicate effectively in more than one language.
- Strong copywriting skills for social media.

**Salary Range: \$45,000 to \$53,000 - Will commensurate with experience.**

**Benefits include Medical, Dental, Vision, Life Insurance, STD, LTD  
Retirement Contribution Match  
Vacation and Sick Days**

**How to apply:** Send a resume, writing sample, and references to [hr@floridaimmigrant.org](mailto:hr@floridaimmigrant.org)  
Applications will be accepted until the position is filled. FLIC is an equal opportunity/affirmative action employer and encourages applications from all qualified people, including women, people of color, persons with disabilities, and LGBTQ individuals.