



Florida Immigrant Coalition

Digital Organizing Strategist

The Florida Immigrant Coalition (FLIC) 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: Digital Organizing Strategist

The Digital Organizing Strategist (DOS) is responsible for the development and implementation of online strategies that respond directly to campaign organizing goals that lead to community activation and offline organizing. The position involves working closely with the various departments within FLIC to help develop digital strategies that will use our digital tools, such as Every Action, to generate the desired outcomes. The DOS will use data-informed methods to plan and execute digital strategies and tactics.

This is a fast-paced, self-driven position that requires a blend of interpersonal skills, creativity & flexibility, familiarity working with various tech platforms, and a willingness to complete different tasks every day. This role includes the typical responsibilities of an organizer, such as cultivating relationships, tracking metrics, and managing data, as well as digital marketing functions like content planning, and developing strategies that grow our community and increase engagement.

Detail of Responsibilities

Digital Communications and Organizing

- Strategize, develop, coordinate, and execute digital outreach tactics that respond to the overall goals of each department and the organization at large
- Integrate digital strategies at the planning level with the departments and teams
- Create data-informed recommendations for digital campaigns that leverage paid and organic social media, digital radio, digital TV, online actions, digital marketing, texting, phone banking, email marketing, paid digital ads, etc.
- Work with other departments and teams to recommend and implement strategies that will help them reach their goals while Building the Bigger We online to offline in conjunction with the overall FLIC strategy
- Assist in the identification and development of digital strategies aimed at building out departmental and organizational goals, while working with the Data Manager



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and other members of the communications team to help measure and analyze the effectiveness of such strategies

- Collaborate in the development of online and on-the-ground campaigns that broaden and deepen activism and engagement among members with specific interests
- Develop and implement the online organizing funnel framework placing key players in positions to succeed, while facilitating their understanding of the strategy and their role in it
- Plan & provide training to support the digital strategy of organizers, community leaders, and allies so they can participate effectively in campaign activities
- Support organizers in creating digital tactics to achieve their overarching goals
- Infuse organization branding into the digital work
- Work with the graphic designer, other content creators, and the social media organizer to manage their contribution to the campaign as needed
- Attend local, state, and national events for social media coverage including Live-streams, photos, and videos
- This role may supervise others

Qualifications

- **Ability to conceptualize digital strategies in support of FLIC's mission:** Can proactively create digital strategies to help FLIC achieve its mission (which includes winning advocacy and electoral campaigns and building power in the Florida immigrant community).
- **Must be able to craft strategic** plans to impact departmental and organizational goals by using web-based tactics.
- **Excellent writing skills:** Ability to write compelling, error-free content for a variety of digital platforms. Ability to write and speak in multiple languages is preferred. Spanish and/or Creole skills are a plus.
- **CRM Management skills:** Have working knowledge of the EveryAction platform, including email blasts, list segmentation and management, fundraising, engagement, data entry, organizing, and reporting.
- **Ability to collect metrics and use various tools to collect data:** Should be able to draft regular reports gathering metrics across multiple platforms. Experience with data analytics is a plus.



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- **Some graphic design experience** on any design software.
- **Prioritization and flexibility:** Focused on goals and able to problem-solve in order to meet them. Skilled at planning and tracking complex projects, can juggle competing priorities, and capable of adapting when plans need to change (which they sometimes do, unexpectedly).
- **Mid-level to expert experience** with social media and other digital marketing platforms such as Google ads, etc.
- **Based in Florida:** Applicants should be based in or willing to relocate to Florida. This position involves a mixture of site-based and remote work, including some travel.
- **Alignment with FLIC values and mission:** Committed to an ideology of building community power and shares FLIC's commitment to membership grassroots decision-making.
- **3-5 years of experience** in leading strategies for social media or digital marketing campaigns

Salary

Range \$50,000 - \$60,000 commensurate with experience

Competitive Benefits:

- 100% Paid Benefits (Health, Vision, Dental, STD, LTD, Life Insurance)
- Parental Leave
- 14 Paid Holidays
- Flexible Work Schedule

How to apply: Send a resume, writing sample, and references to hr@flic.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.