



Digital Communications Specialist

The League of Education Voters is a non-partisan Washington-based organization working to improve public education from early learning through higher education. We shape the debate, build powerful coalitions, and grow the grassroots to achieve meaningful reform and ample resources for education.

We are looking for a multi-talented individual with the ability to thrive in a fast-paced, campaign-style work environment. The Digital Communications Specialist will help develop and execute the organization's statewide communications plan to improve outcomes for Washington students with a focus on increasing supporter engagement.

This full-time position reports to the Communications Director. Specific responsibilities will include:

- Develop, implement, manage, and evaluate a communications calendar, including messaging, audiences, timing, and vehicles
- Create and test compelling written content for websites, blogs, emails, e-newsletters, and social media sites to support outreach, advocacy, engagement and fundraising
- Establish metrics, perform analysis, and make recommendations regarding LEV's digital communications, websites and social media messages
- Manage LEV's presence on social media sites, including Facebook and Twitter, and explore possible expansion on other social sites
- Work with partner organizations to manage coalition social media communications and websites, including serving as website editor for LEV and partners
- Capture stories and post social media updates at all LEV events
- Create, edit and publish video for social media platforms
- Ensure that all collateral (print and digital) supports LEV's strategic messages
- Manage relationships with vendors, including graphic designers, web developers, and video producers
- Maintain and optimize supporter databases to ensure proper workflows, reporting and standard processes

The ideal candidate will have:

- The desire to improve public education for every Washington student and use digital communications and social media to raise awareness, build political will, and motivate audiences to take action

- A Bachelor's degree or equivalent experience, plus 3-4 years of direct experience in digital strategy, advertising, communications, marketing, or public relations with specific expertise in non-profit advocacy, and/or fundraising
- Demonstrated ability to work on at both the strategic (developing digital, social and event marketing plans and campaigns) and tactical (crafting copy, running communications campaigns, planning events, and driving digital work) level
- Creative and analytical writing abilities, with the ability to craft targeted communications to diverse audiences and an eye for making politics and legislative affairs accessible and compelling
- Experience managing organizational or branded accounts on Twitter, Facebook and /or other social media platforms
- Digital, web and social media analytics expertise and ability to effectively evaluate campaign success and KPIs
- Knowledge of web usability best practices, website navigation design and flow, content classification, SEO strategy, and Salsa email platform and audience segmentation
- Proficiency with HTML, CSS, CMS (such as WordPress), Microsoft Word, Excel, and PowerPoint. Experience with CRMs and Adobe Design Suite and/or other graphic design software
- Experience working alongside communities of color
- Innovative and data-driven with a sense of humor and a good imagination
- A reliable vehicle and the ability to work occasional evenings and weekends

To apply:

Send cover letter and résumé via email or mail to:

Nancy Hopkins

League of Education Voters

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Email: nancy@educationvoters.org

LEV is an Equal Opportunity Employer.