



201 Washington St, Suite 529 Reading PA 19601 | [pastandsup.org](http://pastandsup.org)

## **Pennsylvania Stands Up, Traditional Communications Organizer**

### **About PA Stands Up**

PA Stands Up is an independent, multiracial political organization by and for the many, with thousands of dues-paying members dedicated to winning a Pennsylvania that works for all of us. We are working people living across Pennsylvania's cities, towns, and rural areas. Our 5 chapters in 9 counties build grassroots leadership, fight for policies that work for working people, and elect candidates who represent our values. Together, we are building a governing majority capable of enacting bold, redistributive measures for the common good.

### **Job Description**

The Traditional Communications Organizer works with the Director of Narrative Strategy to craft and execute our traditional communications organizing and fundraising program across print media, radio, and television.

This political leadership position requires strategic thinking, tactical execution of traditional communications organizing and fundraising best practices, and an organizing approach to working with members and other staff. Successful candidates will demonstrate a strong commitment to and ability to convey our organizational mission, values, objectives, and worldview and a demonstrated track record of designing impactful print campaigns, growing lists, and raising small-dollar funds. They will also demonstrate an ability to achieve results in a fast-paced and dynamic campaigning environment while balancing short- and long-term organizational priorities.

This full-time, salaried position can be based anywhere in our geographic footprint (eastern PA), and may include on-the-ground support in areas with emerging chapters and no local staff. Additionally, it will require close collaboration with other members of the communications team (both staff and contractors), as well as staff organizers and volunteers at both the statewide and chapter level. Because this position directly relates to the 24-news cycle environment, it will require some weeknight and weekend hours. It will also require occasional travel.

### **Reports to: Director of Narrative Strategy**

**PA Stands Up is a union shop, and this position is within the union's bargaining unit.**

### **Primary Responsibilities:**

- **Work with the Director of Narrative Strategy to develop winning communication campaigns.** The Traditional Communications Organizer will play a key role in shaping and implementing the overarching communications strategy for Pennsylvania Stands Up in close consultation with other members of the communications, organizing, and development departments. They will be responsible for designing and executing annual and seasonal full-cycle, multi-channel communication campaigns that bring new people into contact with

the organization, move them up the ladder of engagement and ensure their retention as supporters, members, and donors.

- **Manage PASU's editorial and awards program.** The Traditional Communications Organizer will manage the statewide editorial program, including our efforts to grow our reach, support the production of our bi-weekly newsletter, recruit volunteers, design advocacy campaigns, and cultivate small-dollar donors and new members. They should be an avid consumer of political news media and excel at designing rapid-response campaigns to activate new political influencers, drive engagement, and raise funds.
- **Manage PASU's traditional advertising and fundraising efforts.** The Traditional Communications Organizer will monitor our key in-state audiences and potential audiences and use this information to manage small-dollar fundraising efforts via email and paid traditional advertising via mailers, radio, and print media. They will work closely with graphic designers, videographers, and outside firms to manage, test, and optimize the performance of persuasion, mobilization, and fundraising ads. Traditional advertising will be a particularly important part of this role in election years when we run robust advertising programs to support our political program.
- **Manage PASU's organic Op-Ed and Letters To The Editor engagement.** The Traditional Communications Organizer will also manage and track our organic engagement in newspapers, journals, and blogs, working to advance our narrative strategy, build our organizational presence, engage our members, and advance our organizing and advocacy efforts. They should have basic graphic design skills and be able to create simple graphics, memes, gifs, or video clips using Canva and/or other software. They should be willing to experiment with creative approaches to social media including engaging pop culture. Finally, they should expect to regularly create media toolkits and provide other support to our 5 chapters across the state.
- **Implement traditional organizing, data management, and small-dollar fundraising best practices and support data-driven and qualitative approaches to program evaluation and improvement.** The Traditional Communications Organizer should implement best organizing practices such as a/b testing, list segmentation, and hygiene, full-cycle engagement strategies, new supporter on-boarding, re-engagement strategies for lapsed donors. They are hungry to learn and experiment with new strategies and tactics and excel at using qualitative and quantitative data to evaluate success and improve performance.
- **Establish and maintain PASU's speaker's bureau.** PA Stands Up will create a speakers' bureau where our leaders can find organizing guides and trainings to equip them to power-build in their local communities. The Traditional Communications Organizer will work with the distributed organizing team to manage the program and archive resources for future training.

#### **Qualities of a Successful Candidate:**

- A demonstrated commitment to equity, justice, and liberation for all people
- A team player who shines as an individual leader while taking a collaborative approach to working with others to achieve shared objectives
- A sharp strategic thinker who follows the news media identifies points of intervention, excels at implementing diverse and creative tactics, and enjoys learning

- A principled political leader who seeks to develop points of alignment while also being comfortable navigating tension and disagreement
- 1-3 years of experience doing communication and fundraising work related to organizing, advocacy, or politics
- A strong writer with the ability to identify and connect with diverse audiences, make rigorous and persuasive arguments, translate complex ideas into understandable language, tell emotionally compelling stories, and move people to action
- Experience designing and managing advertising and fundraising campaigns
- A proven track record of communications and campaign management, including design and execution of multi-stage campaigns, CRM and email management (particularly EveryAction), reporter/newsroom management, basic design skills (Canva) and website management, and creative use of multimedia
- Experience working with partners, producing action toolkits, and providing coaching, training, or support to others is a plus.

## **SALARY AND BENEFITS**

Salary for this position is \$59,360 with employer paid medical, dental, and vision insurance; access to a 401(K); and generous paid time off.

## **How to Apply:**

Please submit a RESUME and LETTER (1-2 pages) that describes your interest, experience, commitment, and any relevant personal background to [edwin@pastandsup.org](mailto:edwin@pastandsup.org). Put "Traditional Communications Organizer" in the subject line.

**A NOTE TO THE NEW AMERICAN MAJORITY** Studies have shown that women, nonbinary folks, and people of color are less likely to apply for jobs unless they believe they meet every single one of the qualifications as described in a job description. We are committed to building a diverse and inclusive organization and we are most interested in finding the best candidate for the job. That candidate may be one who comes from a background less traditional to our field of work, and that's okay. We strongly encourage you to apply, even if you don't believe you meet every one of the qualifications described.

**\*\*Preference given to candidates from historically marginalized and underrepresented communities.\*\***

*PASU is an equal opportunity employer and encourages people of color, people with disabilities, and LGBTQ+ individuals to apply. PASU does not discriminate against or tolerate harassment of any employee because of race, color, religion, creed, sex, age, national origin, ancestry, sexual orientation, gender identity or expression, marital status, physical or mental disability, any other basis prohibited by law, or protected activity under the anti-discrimination statutes.*