



Job Opportunity: Digital Advocacy, Growth and Innovation Campaigner (Flexible Location)

Fight For Progressive, Family-Friendly Policies and Run Creative Experiments That Grow Our Community Of Parents

WHO WE ARE

ParentsTogether is a start-up social change organization formed four years ago to build a diverse national association of parents that can drive progressive, family-friendly policy change. Our goal is to engage millions of parents to protect and improve public education, fight for affordable childcare, defend kids' healthcare, and stop cruel anti-family immigration policies.

To do this, we use a "functional organizing" model. First, we provide creative and thoughtful resources via SMS and Facebook Messenger bots that address daily parenting challenges and help people become better, happier parents. We generate revenue from mobile parenting content via ads, contributions, and partnerships with brands. Then we use those same messaging channels to mobilize parents and folks in their social networks to take action on urgent issues.

As a team, we are collaborative and generally solve challenges together. We have a positive, low-ego, low-drama work culture. All of us love our work and are driven to help this new organization succeed. Our strategy framework is based on lean startup principles. We try out ideas quickly, see what works, and iterate.

ABOUT THE POSITION

A year ago, ParentsTogether shifted our strategy to multi-channel mobile messaging. During that time, our small but mighty team has been focused on building our communications platform and learning these new channels. In the process, we've built a very diverse 250,000-member community, which we've mobilized to fight proposed cuts to PBS Kids; support passage of a clean Dream Act and oppose family-destroying deportations; improve family leave policies at major employers; defend children's' health care; and more.

Now we need more capacity -- to turn up the heat on the advocacy side of our work, and grow our community to boost our impact. So we're hiring a Digital Advocacy, Growth and Innovation Campaigner. In this role, you'll deepen our partnerships with allies and run lots of nimble, rapid-response campaigns on issues parents care about.

Since we're pushing boundaries in terms of the tools we're using, a cookie-cutter approach won't work. So you'll run strategic and creative experiments and use the results to help us grow to scale.

Are you a detail-oriented and nimble campaigner with a head for numbers and a hunger to find new and creative ways to use technology to win? Then please read on!

RESPONSIBILITIES:

In this role, you'll:

- Work with the co-directors to design and implement our overall advocacy strategy.
- Come up with great ideas that will help us move the ball forward on child and family issues, and try out lots of them with our parent community.
- Develop, test and optimize growth techniques and tools in the context of our messaging platform.
- Work with partners like family policy groups, health care advocates, unions and immigrant rights orgs -- both nationally and in our pilot state of North Carolina -- to find innovative ways to engage our community on those partners' most important campaigns.
- Come up with new ways to leverage the unique features of Messenger and MMS to boost our campaign impact;
- Bottomline experiments and gather, analyze and interpret both campaign and product data to speed our learning.

QUALIFICATIONS:

You should:

- Have at least 2-4 years experience with digital, online or social media organizing (mobile experience and experience running a digital testing program are both a plus).
- Be able to dream up and plan a memorable, effective and strategic digital campaign -- and then execute it from soup to nuts.
- Write in a compelling voice on Messenger and other social / mobile channels.
- Be able to build relationships and collaborate effectively with both national and state partners.
- Have an analytic mindset and be able to isolate the key results and learnings from an experiment, and apply them.
- Have strong attention to detail and great project management skills, and generally have an awesome ability to make s*** happen.
- Be creative and curious about how to take our work to the next level, and excited to try new things to figure it out.
- Be able to quickly figure out new tech platforms or web apps (a technical/coding background is not required, but you should be able to quickly learn new tools, and you can't be allergic to technology).

- Be passionate about making progress on paid leave, affordable childcare, healthcare and other issues affecting kids -- and excited to figuring out awesome cultural interventions in the realm of parents and families.
- Play well with others, and both give and receive feedback well.

POSITION DETAILS:

Our preference is for this position to be full-time but we are open to the right candidate working at least 75% time.

The salary range is \$55,000 - \$75,000 depending on experience.

ParentsTogether is deeply committed to building a sustainable and family-friendly work culture, where we all feel supported with other obligations in our lives. Team members routinely go offline because they have a personal appointment or a parent-teacher meeting. We have a virtual workplace, which gives us lots of flexibility, and this role can be done from anywhere in the U.S. While we all overlap during East Coast midday hours on key days of the week, many of us shift our work schedule around based on the rest of our lives.

The benefits package includes health insurance (with cost-share for dependents), three weeks of vacation (plus the week between Christmas and New Year's off), sick leave, retirement match after one year, and a FSA account. This position is considered exempt for overtime purposes.

HOW TO APPLY:

Application Deadline: Sunday, January 21, 2018 at 11:59pm Pacific Time.

If you're interested, please email your application packet as a single document to jobs@parents-together.org with the subject line: "Digital Campaigner."

The packet should include your resume, a campaign writing sample, and a cover letter that answers these questions:

- Why do you think you'd be successful in this role?
- Tell us about a time you had a great idea to address a challenging problem and were able to implement it successfully. Please describe the situation, what you did to address it, how your intervention helped the situation, and what you learned from the experience.

At ParentsTogether, we have an intersectional analysis and believe that building a multiracial, cross-class parent movement is non-negotiable. We are actively working to build a diverse team and people of color, people from poor and working class backgrounds, LGBTQ folks, and people with disabilities are strongly encouraged to apply. We are an equal opportunity employer and do not discriminate based upon gender, race, national origin, disability, age, religion, sexual orientation, or gender expression.