



Digital Organizer

OneAmerica's mission is to advance the fundamental principles of democracy and justice by building power in immigrant communities.

Employment: Non-Exempt Full-time

Program Area: Communications/Organizing

Reports To: Senior Communications Manager

Full Time Salary Band: \$56,000 – \$59,000

Location: Hybrid in Seattle, Vancouver, or Yakima, WA offices

BACKGROUND

[OneAmerica](#) was established in 2001 by U.S. Representative Pramila Jayapal and has since grown to become a locally and nationally recognized leader in advancing immigrant, civil, and human rights. We utilize grassroots organizing, policy advocacy, and civic/electoral engagement to promote justice in immigration, education and early learning, and democracy. Our family of organizations consists of **OneAmerica** (501(c)3), **OneAmerica Votes** (501(c)4), and **OneAmerica Votes Justice Fund** (PAC).

POSITION DESCRIPTION

OneAmerica is seeking an ambitious, detail-oriented professional with a passion for social justice and systems change. The Digital Organizer's primary role will be to cultivate and grow our immigrant base via strategic data management and digital communications. They will be responsible for ensuring that anyone who touches or contacts the organization via a digital platform gets captured and supported to take the next step in their engagement with the organization.

This individual will work collaboratively across OneAmerica's teams (including Organizing, Campaigns and Political Staff) to ensure they have the administrative support they need to execute ambitious organizational goals. Through their day-to-day activities and maintaining the organization's data hygiene, the Digital Organizer will provide insight and guidance on the best strategies to construct campaigns that motivate immigrants to act and develop their leadership.

They will lead a transition to a new organizing CRM (Nationbuilder), manage the CRM data, and support tracking information and voter data via Voter Action Network (VAN).

The successful candidate is passionate about building the leadership of immigrants via ladders of engagement, moving people from online to offline activism (and vice versa), developing systems

and procedures, and is an active problem-solver and creative thinker who can manage multiple projects and priorities. This position is based in our Seattle, Vancouver, or Yakima office.

RESPONSIBILITIES

Data Management & Database Support (50%):

- Manage data entry and data pulls within organizing CRM (Nationbuilder), including accurately inputting event attendee lists and other post-event data and follow up to support cross-teams projects and campaigns
- Support management of voter contact data and voter outreach tracking systems, and ensure volunteer and voter data gets migrated from the Voter Action Network into our internal organizing CRM weekly
- Regularly prepare and pull accurate member and post-event data and contact lists for program staff, for follow-up and targeted outreach with event attendees and/or community members, etc.
- Meet biweekly with program staff to collect and provide lists and reports to guide outreach efforts for the upcoming week(s)
- Produce monthly reports for all senior managers and directors on their team's organizing and recruitment/outreach work

Leadership Development (25%):

- Develop and execute ladders of engagement and support with strategies to cultivate our base to act, in collaboration with organizing, programs and campaign staff
- Partner with organizers and program staff to strengthen how leaders get connected to our family of organizations and track follow-up with grassroots leaders and organizers
- Join cross-table and department meetings (e.g., campaigns) and coordinate and strategize with teams about opportunities to move leaders on their leadership journey
- Develop and lead online to offline organizing strategies regarding our issue campaigns, candidate campaigns and service-to-organizing work
- Develop collaboration between our various program teams to support their base-building efforts by strategically organizing the data these teams bring

Digital Communications (25%):

- Strategize and execute high impact, creative digital tactics that help change the narrative, reach our growth goals, and build power
- Organize online supporters to take offline actions to push our campaigns forward and integrate them into our organization
- Collaborate with Communications, Field, Political, and Development staff to coordinate campaign goals, develop campaign concepts, and produce content, to engage and mobilize our base to act
- Use analytics to optimize online campaigns and content for bigger impact
- Lead digital organizing strategies (i.e. developing, implementing, and evaluating online campaigns) to bring in new members and leaders in collaboration with the Communications Manager

QUALIFICATIONS & ATTRIBUTES

OneAmerica is seeking candidates who are passionate about our mission and are highly proactive. While no one candidate will embody all the qualifications below, our ideal candidate would bring:

REQUIRED:

- A strong analysis of power and racial equity with a commitment to build power in immigrant and refugee communities
- One to two years of experience in digital communications strategy - using online tools to grow, engage and mobilize a leader base
- One to two years of experience in data analysis to move people into action, build power and grow movements
- Experience managing integrations between digital and field organizing
- Strong analytical, problem-solving, and decision-making skills
- Experience with Voter Action Network, NationBuilder, or other similar databases/CRMs
- Exercises hyper-vigilance around organization, details, and follow-through
- Is confident using Microsoft Office Suite (knowledge of SharePoint is an asset)
- Takes ownership of tasks, delivering outstanding results while juggling multiple responsibilities within a fast-paced, deadline-focused environment
- Has a cell phone, daily access to reliable transportation, and the ability to work varied hours, including nights and weekends as needed

PREFERRED:

- Multilingual
- Experience working in organizing and power building organizations
- Experience with immigrant communities or other social justice efforts touching immigrant communities
- Skilled communication abilities to provide strategic direction to colleagues with a wide variety of priorities

PHYSICAL DEMANDS

- Ability to be on a computer for majority of the day
- Travel within the state roughly 3-5 times a year
- Ability to have multiple phone/video calls a day

WORK ENVIRONMENT

- This is a hybrid position within the state of Washington and can be based out of our Seattle, Vancouver, or Yakima office. In-office twice a week (Tuesdays and sub-teams choose another day of the week);
- Flexibility within Washington

COMPENSATION & BENEFITS

- Comprehensive health insurance coverage, including vision, dental, life insurance; short- and long-term disability; up to 20 weeks of family and medical leave; and more;

- Other benefits include cell phone and transportation stipends, Flexible Spending Accounts (FSA), 403(b) retirement plans and relocation packages;
- Five weeks of PTO in years 0-3, six weeks for year 4-6, seven weeks of PTO after 7 years of service;
- Three months paid sabbatical after every five years of service;
- OneAmerica is committed to work/life balance and encourages meeting-free Fridays, and Summer-free Fridays (3-day weekends for two months in the summer);
- Transparent compensation philosophy and cost-of-living and annual merit-based raises;
- Commitment to employee growth and advancement, including professional development investments
- We have a transparent compensation philosophy and offer cost-of-living and annual merit-based raises;

Interview Process in Order

- Initial phone screen interview; 30 minutes
- Panel interview via Zoom; 50 minutes
- Second Panel interview via Zoom; 50 minutes. Performance task to submit beforehand. All candidates who submit the performance task and attend the second interview will receive a \$60 Visa egift card for their time.
- Final interview that consists of a conversation with the Hiring Manager and Executive Director or other senior team personnel; 90 minutes

Desired start date: November 18, 2024

Apply by: September 27, 2024

Please be sure to add notifications@app.bamboohr.com to your contact list to ensure delivery of all correspondence from us.

OneAmerica is an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.