



Position Announcement: Digital Coordinator, United for A New Economy (UNE)

United for A New Economy (UNE) is seeking a Digital Coordinator to use social media, digital advertising, and other digital tools to engage Coloradans and mobilize them to take action for racial and economic justice.

Position Location: Denver Metro, Colorado

About UNE: United for a New Economy envisions vibrant, strong communities with the power to build an economic and political system where human lives are valued over profit and our common humanity triumphs over those that try to divide us by race and class. United for a New Economy builds people power for racial and economic justice so all Coloradans thrive. We do this by organizing in our communities across race, winning bold policy solutions for all, and building a multiracial voting majority that transforms the political system.

About the Position: The **Digital Coordinator** is responsible for online engagement within the state of Colorado including UNE's core geographies Westminster, North Aurora and Commerce City. The Digital Coordinator will be part of a staff team who employ multiple strategies to accomplish the goals of UNE campaigns. Recognize the role of race, income, age, immigration status, and other identities in shaping racial and economic disparities and consistently amplify community voices to advocate for more equitable policy solutions.

Responsibilities:

- Lead (with help and input from UNE's director team) the coordination, planning and creation of digital assets - including digital content, paid ads, strategy documents, social media toolkits and digital plans
- Coordinate every aspect of online campaigning including:
 - Planning digital campaigns for member recruitment and fundraising
 - Analyzing digital metrics and analytics to draw actionable insights
 - Developing and continuously refining messaging
 - Creating compelling online action opportunities
 - Managing production, targeting, posting and tracking of digital ads
- Use digital to build UNE's brand and the presence, quality and reach of our content on social media (especially on our Facebook, Twitter and Instagram)
- Coordinate and work with different vendors and contractors on digital projects
- Design and implement a regular reporting process of digital campaigns and online fundraising efforts
- Track changes to the digital tools and technology available and identify opportunities for UNE to innovate or adopt new best practices
- Assist with tracking the digital aspects of civic engagement and other member engagement in UNE's database
- Create and implement an annual online fundraising plan and activities
- Recognize how your own identities show up in the work; welcome, reflect on, and act on feedback with an eye toward continuous learning about race, class and other lines of difference

Desired Qualifications:

- 3-5+ years of experience using social media, digital advertising, and other digital tools in an organizational context to engage people and mobilize them to take action
- Excellent communications skills and the ability to quickly draft sharp, persuasive and well-messaged copy for a variety of audiences (Bilingual Spanish/English or experience promoting content in multiple languages preferred)
- Expertise in a range of digital tools and tactics, including the different ways they can be leveraged in

different campaign contexts

- Ability to design and lay out basic social media content and resources using programs like InDesign, Photoshop, Illustrator and/or Canva
 - Familiarity with Google Office Suite (Slides, Sheets, Docs) and Slack
 - Basic comfort level using HTML and experience using various CMS and email marketing tools like WordPress, MailChimp, and EveryAction
 - Project management and vendor management a plus (Ex. Website build outs, ad buys etc.) ●
- Ability to track and analyze metrics related to online actions and fundraising efforts
- Proven ability to work collaboratively as part of a team
 - Capable of compiling data and information into concise reports upon request
 - Excellent organizational skills, self-motivator, and ability to drive projects to completion
 - Discipline and ability to work effectively in a highly unstructured environment
 - Desire to learn and openness to feedback
 - Demonstrated commitment to racial and economic justice

The Digital Coordinator will be based out of UNE's physical office in Commerce City, Colorado. The Digital Coordinator must have access to a car during working hours and is required to work some evenings and occasional weekend hours.

Compensation

- Salary range is \$51,000 to \$52,200
- Great benefits: employer paid premiums for family health, dental, and vision; generous paid time off including holidays, vacation, and sick time; as well as employer-matched retirement.

How to Apply:

Interested applicants should send (1) cover letter/email, (2) resume, and (3) three professional references and (4) digital work portfolio: graphics, videos, websites, press content, and/or photography to

Desiree Westlund, Deputy Director:

jobs@unecolorado.org

No phone calls, please. Applications will be accepted until the position is filled, preference will be given to applications received by **July 5, 2021**.

UNE is an Equal Employment Opportunity employer. People of color, women, individuals with disabilities and members of the LGBTQ+ community are Strongly Encouraged to Apply.