



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

United for A New Economy (UNE) is seeking a **Digital Coordinator** to manage the organization's digital presence, including social media, email marketing, website content, and online fundraising efforts to build power to win social and economic change in Colorado.

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. This position is part of a staff team who employ multiple strategies to accomplish the goals of UNE campaigns. The Digital Coordinator recognizes the role of race, income, age, immigration status, and other identities in shaping racial and economic disparities and consistently amplifies community voices to advocate for more equitable policy solutions.

Responsibilities:

- Develop and implement a comprehensive digital communications plan, including narrative development, messaging, media relations, and outreach strategies with help and input from UNE's director team
- Manage and execute UNE's social media strategy and paid advertising campaigns across multiple platforms, including Facebook, Twitter, and Instagram to build our digital presence and increase member engagement and reach of our social channels
- Create and implement email marketing campaigns, including newsletters, action opportunities, event invitations, and annual online fundraising appeals
- Manage and update the organization's website, ensuring that content is accurate, up-to-date, and engaging
- Develop and manage the organization's branding and visual identity, including logos, graphics, and promotional materials
- Increase UNE's earned media presence by writing press releases and building relationships with media contacts to secure coverage in local and statewide outlets
- Coordinate and work with different vendors and contractors on digital projects
- Represent UNE and forward our communications narrative in coalition spaces
- Assist with tracking the digital aspects of civic engagement and other member engagement in UNE's database
- Design and implement a regular reporting process of digital metrics, such as website traffic and social media engagement, to inform strategy and measure success

- Track changes to the digital tools and technology available and identify opportunities for UNE to innovate or adopt new best practices
- 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:

- 2+ 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
- Strong writing and editing skills with 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
- Experience with graphic design and visual storytelling using Adobe Creative Suite or Canva
- Ability to design and lay out basic social media content and digital toolkits for UNE members and coalition partners
- Working knowledge of and experience in content management systems like WordPress and basic comfort level with HTML/CSS
- Proficiency in database management and list segmentation in CRMs like EveryAction
- Familiarity with Google Office Suite (Slides, Sheets, Docs) and Slack
- Project management and vendor management a plus (Ex. Website build outs, ad buys etc.)
- Ability to track, analyze, and report metrics related to online actions and fundraising efforts
- Proven ability to work collaboratively as part of a team
- 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: UNE is committed to racial and gender equity. To counter pay inequality and uphold internal parity, we use a nonnegotiable starting salary and benefits system. The starting salary for this position is \$57,222. UNE gives uniform annual salary increases effective on the anniversary of the employee’s date of hire.

UNE provides a competitive benefits package:

- UNE pays 100% of premiums for family health, dental, and vision;
- Generous paid time off including holidays, vacation and personal holidays;
- Employer-matched retirement;
- Paid family leave and paid sick leave;
- Monthly cell phone stipend;
- Hybrid work environment

How to Apply:

Interested applicants should send (1) cover letter/email, (2) resume, and (3) three professional references and (4) 1-3 digital work samples: graphics, videos, and/or websites to
Desiree Westlund, Deputy Director:

jobs@unecolorado.org

No phone calls, please. Applications will be accepted until the position is filled.

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.