

## Digital Organizing Strategist

Location: Remote

### About Extreme Weather Survivors

[Extreme Weather Survivors](#) (EWS) is a national network that connects people impacted by extreme weather disasters like floods, wildfires and related air pollution, superstorms, drought, and extreme heat. We provide trauma-informed support, peer-to-peer disaster recovery training, and advocate to keep these disasters from devastating more families. EWS supports extreme weather survivor participation in media, in town halls, on social media and with policymakers to be storytellers and change makers in the fight to slow climate change.

Social movements throughout history—from gun violence prevention to marriage equality—show that mobilizing and centering the voices of directly impacted people is the most impactful way to create mass movements, shift public narratives and spark policy change. We know which stories can move mountains; our task is to ensure they are heard.

EWS is a 501(c)(3) and 501(c)(4) organization.

### Position Description

EWS seeks a creative and highly motivated **Digital Organizing Strategist** to create our digital launch strategy and execute it ahead of the 2024 summer extreme weather season. The organizer will be responsible for building our digital infrastructure to create this national network with a dynamic, engaged online community. Digital strategy must be trauma-informed, and the organizer must have a high degree of emotional intelligence and a commitment to building a community that centers racial, income, geographic, age, and gender diversity. The organizer must have experience building relationships and be comfortable speaking with extreme weather survivors.

### Job Responsibilities

- Devise and execute a trauma-informed online organizing strategy with clear goals and metrics of success.
- Grow our national network to hundreds by the end of the summer.
- Create and manage EWS's digital organizing strategy across Facebook, Instagram, and LinkedIn.
- Provide strategic guidance on when and where to launch additional accounts like threads, discord, Slack, X (formerly known as Twitter), TikTok, Snapchat and Twitch.
- Create and implement a digital campaign content calendar that reflects digital strategy.
- Concept and at times run webinars with subject matter experts and medically trained professional trainings on issues related to disaster recovery, trauma support, story sharing and climate change policies. Organize and hold online training via webinars and conference calls.

- Write and produce content for online actions under tight deadlines, including drafting copy for web pages, social media, video scripts, infographics, and related collateral. Create and oversee design asset content creation.
- Build grassroots capacity by identifying new leaders, train survivors in basic organizing skills.
- Identify trends through data analysis to guide digital organizing strategy. Report and analyze digital campaign results and integrate findings in future campaigns with an eye towards impact and growth.
- Concept and execute tactics that can increase engagement within the online communities.
- Create community guidelines and enforce the policies to ensure the safety of the community.
- Conduct research and hold preliminary conversations with survivors to determine the most impactful community-building approach across social platforms.

## Qualifications

- 3-5 years of organizing work for political campaigns or non-profit groups in the progressive space.
- 3-5 years of experience in digital advocacy, online community and social media management.
- Proficiency with digital tools and platforms such as social media management tools, email marketing software, and content management systems. Familiarity with data analytics and ability to interpret campaign performance metrics.
- Excellent project management and organizational skills with the ability to manage multiple priorities and deadlines. Creative thinking and problem-solving abilities.
- Exceptional writing, copy-editing and proofreading skills and demonstrated ability to synthesize policy into compelling copy.
- A working knowledge of Wordpress, HTML and basic website management.
- Basic graphic design skills (Canva)
- A desire to work in a fast-paced, campaign-like environment within a growing, diverse team.
- Experience working in a 501(c)3 and or 501(c)4 a plus
- Proficiency in Spanish and writing digital copy in Spanish a plus but not required

**Salary:** Open to part-time strategist, approximately 20 hours per week. May lead to a full time position if desired.

**To Apply:** Email your resume and cover letter to [sierra@extremeweathersurvivors.org](mailto:sierra@extremeweathersurvivors.org) with "Digital Organizing Strategist Job Application" in the subject line.

*The Extreme Weather Survivors is an equal opportunity employer. Extreme Weather Survivors will not discriminate because of race, religion, sex, national origin, ethnicity, age, physical*

*disabilities, sexual orientation, color, gender identity characteristics or expression, marital status, veteran status, or medical condition. We strongly encourage LGBTQ, Women, People of Color and People with Disability to apply.*