



Part-Time Digital Coordinator

Job Description

Organization Overview

California Latinas for Reproductive Justice is a statewide organization committed to honoring the experiences of Latinas to uphold our dignity, our bodies, sexuality and families. We build power and cultivate leadership through community education, policy advocacy, and community-informed research to achieve Reproductive Justice.

Since its founding in 2004, CLRJ has emerged as an important state-level actor and has a growing profile on the national level. CLRJ is the leading California-based Latina Reproductive Justice organization and is the only statewide advocacy organization whose mission focuses specifically on promoting Latinas' Reproductive Justice through policy advocacy combined with community-informed research, community mobilization, alliance-building, leadership development and long-term movement building strategies. At the national level, CLRJ also serves as a recognized leader in promoting a vibrant Reproductive Justice Movement on behalf of the most underserved Latinas, low-income women of color, immigrant women and their communities.

At the center of our work is a commitment to our individual and collective well-being. CLRJ's vision is to open-up dialogues and challenge fear, shame, and taboos so that we can exercise our power to care for and protect ourselves, our *familias* and our communities. We promote a *cultura* that accepts positive sexuality and health as being integral to achieving equality and justice.

Position Overview

The Digital Coordinator (DC) is responsible for advancing CLRJ's mission, core goals and objectives through the development and implementation of online organizing strategies. The DC works directly with and under the supervision of the Communications Director (CD) and is responsible for the organization's online presence and the creation of digital content for the organization's multiple online platforms.

The DC will develop online digital campaigns and provide graphic design support with the supervision of the CD, to grow our online base and influence our online followers to take action on the ground. The DC will provide support for CLRJ's programs including policy, research, community engagement, and fundraising activities.

The Digital Coordinator will additionally be responsible for tracking, monitoring, and evaluating the organization's online impact, audience growth, and keeping up to date on the latest social



media developments.

Principal Areas of Responsibility

Online Presence & Graphic Design Support.

Create and publish digital content for our website, social media channels, and email that inspires people to get involved.

Maintain, update daily, and grow CLRJ's social media presence, including managing a comprehensive social media calendar and determining ways to expand and/or strengthen online community engagement.

Provide graphic design support for all organizational collateral with the direction of (CD). Regularly review analytics and online feedback / messages on posted content to improve CLR's online communications.

Collect and organize creative assets (images, text, audio and video) so they're available and ready for use by CD and DC primarily, and as needed by other CLRJ staff.

Work with CLRJ's Communications Director to maintain and update CLRJ's website. Keep information up-to-date, create content and help coordinate content development with CLRJ's various program areas.

Monitor and document website and online traffic and statistics through Google Analytics, Facebook Insights and other tools with an eye to developing new and innovative ways to utilize CLRJ's website, increase traffic, downloads, and interaction with our communities, policymakers and media.

Skills and Qualifications

Excellent written and verbal communication with a proven ability to target a range of audiences with cultural, linguistic, age, professional and literacy appropriateness.

Ability to create accurate and compelling visual and written social media content about a range of reproductive justice / social justice issues.

Strong visual and graphic design skills and familiarity with design software such as Adobe Creative Suite is a must.

Familiarity with social media management tools such as Buffer, HootSuite and Tweet Deck.

Familiarity with online analytics tools for multiple channels including Google Analytics, Facebook Insights, Twitter Analytics, etc.

Basic HTML / CSS skills — ability to edit emails and web content in HTML / CSS when needed.

Ability to adapt quickly to new tools and platforms as they are developed.

1 to 2 years experience in digital communications and graphic design or equivalent.

Proven commitment to Reproductive Justice or social justice issues.

Spanish language proficiency (oral and written) preferred.

Photography and video skills a plus.

Creativity, passion for social justice, excellent interpersonal and team-building skills.

Flexibility to work nights and weekends, occasionally

Valid California driver's license and legally required car insurance, and access to a personal vehicle to be used to conduct CLRJ business strongly preferred.



Location & Compensation

This is a part-time position, 16 hours per week with the possibility of increased hours contingent on new funding. The hourly wage is \$18 - \$22 commensurate with experience. Paid office parking. Paid vacation, sick/personal time and winter holiday pay available at the discretion of the Executive Director. Significant opportunities for professional development. This position is based in Los Angeles, preferably. Some local and national travel may be required.

How To Apply

Please send cover letter and resume in Word or PDF, as well as 3 sample graphics (jpg format) to Human Resources via email at: careers@clrj.org. Please write **Part-Time Digital Coordinator** in the email subject line. Applications will be reviewed on a rolling basis. Desired start date is June 15, 2018. Position open until filled.

CLRJ is an equal opportunity employer. People of color, lesbian, gay, bisexual, transgender people and those with disabilities are strongly encouraged to apply.