



Children's
Action Alliance



THE ARIZONA CENTER
FOR ECONOMIC PROGRESS

Position Announcement: Digital Strategist

Children's Action Alliance (CAA) and its affiliate, the Arizona Center for Economic Progress (AZCenter), are seeking a Digital Strategist who will develop, lead, and manage digital campaigns and messaging across all digital channels and platforms. This is a full-time position (40 hours/week) with full benefits including medical, dental, vision, and tuition reimbursement. CAA will provide on-going training and professional development opportunities.

About Children's Action Alliance and the Arizona Center for Economic Progress:

Children's Action Alliance (CAA), a 501(c)3 nonprofit organization, strives to create an Arizona where all children and families thrive. CAA advocates for the well-being of more than 1.6 million Arizona children and their families at the state capitol and in the community. CAA works with elected officials, community partners, and coalitions to protect Arizona's ability to meet the education, health care, and human services needs of vulnerable children and families. For more information visit azchildren.org and follow CAA on [Twitter](#) and [Facebook](#).

The Arizona Center for Economic Progress (the AZCenter) at Children's Action Alliance is a leader in advancing policies that create fairer tax codes that raise the revenue needed to invest in education, affordable housing, health care, infrastructure, and other supports needed to build thriving communities and better economic opportunities for all Arizonans. The AZCenter works with advocates, policymakers, and communities to connect the dots between the inequities in the state economy and solutions to create a fair and socially just Arizona. For more information visit azeconcenter.org and follow the AZCenter on [Twitter](#) and [Facebook](#).

Summary of Position:

The Digital Strategist will work with leadership, communication team, and policy experts to inform and create campaigns for policymakers, public agency leadership, community groups throughout the state to improve the well-being for children, families, and all Arizonans. Specifically, the Digital Strategist will develop, lead, and manage digital campaigns and messaging across all digital channels and platforms. This position reports to the Vice President of Development and Engagement.

Major Duties & Responsibilities:

- Strategize and execute high impact, creative digital tactics that help change the narrative, reach our growth goals, and build visibility on key issues.
- Manage all aspects of digital supporter engagement, including establishing benchmarks, tracking, and interpreting analytics related to those goals, ongoing calibration of tactics to reach those goals, and measuring impact.
- Collaborate with communications, policy, and development staff to coordinate campaign goals, develop campaign concepts, and produce content, including emails, action pages, and social media posts to engage and mobilize supporters to act.

- Keep projects on track, analyze the results of your work, and communicate regularly with the Vice President, Development and Engagement
- Develop communications to multiple target audiences with distinct engagement goals and help grow and manage email lists and databases.
- Update and maintain CAA and AzCenter websites to maximize SEO effectiveness.
- Build relationships and strengthen partnerships with ally organizations, affiliates, and community members to support priorities.
- Evaluate emerging technologies and provide thought leadership and perspective for adoption where appropriate.
- Work with vendors, consultants and contractors as needed.
- All other duties as assigned.

Qualifications:

A Bachelor’s Degree in a related field or combination of equivalent education and work-related experience is required. Three years of relevant experience may include internships for non-profit, government, legislative or postsecondary institutions.

Technical Experience/Knowledge:

- Multimedia production experience.
- Experience evaluating and reporting on web, email, and social analytics, and providing digital strategy and optimization tactics based on analytics.
- Experience with content management systems (e.g., WordPress), digital organizing tools (e.g., Salsa, EveryAction, the Action network, etc.), and social media management tools.
- Designing social media graphics and/or writing digital content.
- Creating webinars, online event RSVP management, and managing online/call-in meetings.

General:

- Ability to analyze and summarize materials in a clear, accurate manner.
- Excellent communication skills (verbal and written) with the ability to communicate with diverse audiences.
- Strategic thinking and flexible and collaborative workstyle, with a focus on authentic community engagement.
- Ability to manage multiple projects, and to produce accurate and timely work products.
- Well-organized, dynamic self-starter who can work independently with great attention to detail.
- Understanding of the systems-level challenges facing low-income Arizonans and communities of color.
- Spanish language proficiency highly desired.

Compensation:

The starting salary range is \$45,000 to \$55,000 (salary adjustment may be applied based on experience and qualifications). Major medical and dental insurance, life insurance, tuition reimbursement, matching retirement contribution. Competitive leave policies for vacation, sick leave, personal leave, and earned sabbatical.

Location:

CAA operates a hybrid (office and home) working system that allows employees to work in the most productive location based on job description, project, or task. We provide employees with the resources to work effectively from either the CAA office or remote locations. When health conditions permit, we will resume occasional in-person meetings at our office located in central Phoenix. For that reason, we are looking for the candidate to reside in the metro Phoenix area.

To Apply:

Only candidates who send cover letter, resume, and salary requirements to hr@azchildren.org will be considered. Additionally, please indicate the platform/site you found the posting.

Position will remain open until filled.

Children's Action Alliance and is proud to be an equal opportunity employer and does not discriminate against any employee or applicant for employment based on race, color, religion, national origin, age, gender, sex, ancestry, citizenship status, mental or physical disability, genetic information, sexual orientation, veteran status, or military status. CAA strongly encourage members of traditionally underrepresented communities to apply, including people of color, LGBTQ identified people, gender-nonconforming people, individuals with disabilities, veterans, and people who speak a language in addition to English. CAA will always make hiring decisions based on merit and qualifications of the applicants and the needs of the organization.