Organizational Description: Founded in 2005 by Harry Belafonte and led since 2010 by President and CEO Carmen Perez-Jordan, the mission of The Gathering for Justice is to end child incarceration and eliminate the racial inequities that permeate the justice system. The Gathering for Justice has two state-based task forces, Justice League NYC (established in 2013) and Justice League California (established in 2017), both of which bring together juvenile and criminal justice experts, advocates, artists and individuals who’ve experienced or been impacted by incarceration directly. We believe in an organizing model which draws from diverse communities to utilize our combined power to build the agenda for sustained black and brown liberation. In the footsteps of our legendary founder’s activism, The Gathering for Justice applies Kingian nonviolence for systemic change and civic engagement.

The Opportunity
Since 2013, The Gathering has led policy initiatives for police accountability, organized as a diverse ‘family coalition’ to build the agenda for sustained Black and Brown liberation, catalyzed policies to stop the school to prison pipeline, end racial profiling, and stop the militarization of police, and shifted narratives about youth and formerly incarcerated people. Since organizing and providing the foundation for the 2017 Women’s March, the largest single-day of protest in history, we’ve expanded our work throughout the country, and built the foundation for long-term justice reform in California, New York, and beyond. The Digital Strategist is the next step in the growth of our leadership team, and will take a vital role in developing and driving the narrative of our work connected to a legacy of movements and changemakers, strengthening our foundation, and mobilizing millions.

Job Summary: The Digital Strategist is a critical member of The Gathering for Justice’s team, responsible for driving our overall narrative and messaging across digital platforms for each aspect of our work, developing and implementing integrated campaigning and communications strategies, and building pathways to engagement and leadership for supporters. This position works across teams to build The Gathering’s profile and audience, and to ensure timely, cohesive messaging mobilizes networks of supporters and builds the foundation of our work. This position reports to the Chief Operating Officer.

Responsibilities
- Develop and implement platform specific strategies that will grow engaged audiences, deepen engagement, and drive major narratives that will shift the ways that people think and talk about Black and Brown youth, juvenile justice, and police accountability, and broaden The Gathering’s reach and deepen our impact
- Prepare and execute a monthly communications calendar that includes goals and activities for social media, virtual town halls and webinars, and email communication
• Continuously refine The Gathering's values-based messaging that engages new audiences and leads to measurable action, and ensure strategic alignment across digital platforms including website, social media, and email communication

• Analyze trends and developing stories and campaigns related to justice reform, closing youth prisons, and movement building, including print, digital, social, radio, and broadcast, and respond to breaking news by creating content that amplifies our messaging online

• Create digital assets and messaging for social media posts related to campaigns and programs

• Engage in active social listening and engagement with our online community across platforms

• Lead the development of assets for rapid response campaigning and ensure timely posting across platforms that engages, mobilizes, and grows our audience

• Create messaging guides and develop toolkits, infographics, fact sheets, advocacy letters, program summaries, and other collateral for programs and activities, and train staff and members of the Justice League CA|NYC on effective digital campaigning tactics

• Design and manage the production of public-facing materials, including reports, newsletters, and presentations, and ensure all staff and volunteers apply branding principles to all materials

• Develop innovative and creative ways of disseminating assets, reports, and other written materials to increase reach and impact

• Update website content and related blogging platforms regularly; write new content as needed.

• Recruit, mentor, and develop the leadership of a digital support team, relying primarily on volunteer talent to support the development and execution of the digital strategy

• Track, report, and interpret data analytics on a monthly basis and provide informed recommendations for new strategies to promote The Gathering's campaigns and programs

• Manage data and technology systems, supervise consultants and volunteers, and identify future technology and data system needs

• Manage the growth and engagement of our email list to consistently increase actions, including donations and petition signatures, through list management and A/B testing

• Provide strategic, technical, and logistical support for digital engagement activities and convenings, including virtual town halls, webinars, events, and conferences

• Externally represent The Gathering at conferences, events, and meetings as needed

• Develop and nurture partnerships and promote executive visibility

• Vet communications from our partners to determine suitability for sharing on The Gathering's platforms or adding our organization onto a list of supporting organizations

• Promote a culture of high performance and continuous learning that values quality and impact across the organization

• Write and/or edit media advisories, opinion pieces, and grant proposals, as needed

• Prepare staff and volunteers for interviews and speaking engagements, and assist with preparing briefing materials and presentations, as needed
The Gathering for Justice is a team of leaders who build leaders. We are a highly collaborative group of people who take initiative, look for opportunities, and stay accountable to each other and to the communities we serve. This role is good for you if you have:

- Strong, demonstrated commitment to the vision, mission, and core values of The Gathering for Justice, and ability to embody and model our core values
- Minimum 5 years experience managing digital organizing and communications that include media relations, events, and digital platforms, preferably in a grassroots movement building and/or social justice organization
- Experience with and understanding of criminal justice reform, juvenile justice, racial justice, gender justice, and/or grassroots movements
- Strong strategic vision and agility, including leadership and communication skills, and the ability to develop productive working relationships with a variety of individuals and groups
- Experience in nonprofit management, including setting up new systems, working across departments, and managing staff, preferred
- Understanding of restorative and transformative justice practices preferred
- Excellent writing and editing skills
- Enthusiasm, passion, patience, flexibility, and high-energy
- Proficiency in Google Apps, MS Office, Salsa and robust understanding of communications data system management and development concepts
- Proficiency in Canva, Photoshop, Squarespace, Asana, Give Lively, Later and similar platforms preferred
- Strong media strategy, media relations and media relationships particularly national news media, culture, criminal justice, nonprofit and social justice

Application procedure: If you are interested in applying please send your resume, cover letter, and salary requirements via email to: recruiting@gatheringforjustice.org. Please include “Digital Strategist Application” on the email subject line.

Deadline: Applications will be considered on a rolling basis.

The Gathering for Justice is an equal opportunity employer, committed to inclusive hiring and dedicated to diversity in our work and staff. We do not discriminate in employment opportunities or practices on the basis of actual or perceived race, color, religion, national origin, sex (including pregnancy, childbirth or related medical conditions), age, marital status, sexual orientation, gender identity or expression, veteran status, uniform service member status, disability or any other characteristic protected by law. Women, people of color, including bilingual and bicultural individuals, LGBTQ persons, people with previous convictions, and people with disabilities are encouraged to apply.