ORGANIZATIONAL DESCRIPTION

The Washington Immigrant Solidarity Network (WAISN) is a grassroots coalition of over 400 immigrant and refugee rights organizations formed during the November 2016 elections.

WAISN’s mission is to protect and advance the power of immigrant and refugee communities through a multiracial, multigenerational, multiethnic, multigender, multilingual, and multi-faith coalition. Our organizing strategy educates and mobilizes statewide to uphold and defend the rights and dignity of all immigrants and refugees, centering the voices of vulnerable and impacted communities.

The state of Washington is home to over 943,000 immigrants and receives the 8th most refugees among states. Many groups of, by and for immigrants and refugees have been working around the state for decades. In the face of the proliferating threats unleashed on us by the Trump administration and a rise in the white supremacy movement in the U.S, we have coalesced to form the Washington Immigrant Solidarity Network.

WAISN is the largest immigrant-led coalition in the State of Washington. We are a powerful, volunteer-driven network of immigrant and refugee rights organizations and individuals distributed across the state in 27 counties. We work to provide support, capacity, and resources to organizations’ efforts to build power and act as a united immigrant justice voice statewide.

The ideal candidate shares our commitment to building relationships and grassroots power in immigrant and refugee communities and supports our feminist decolonial transnational and intersectional values of joy, care, solidarity across differences, integrity, and accountability.

POSITION SUMMARY

WAISN is looking for a Digital Organizer responsible for implementing a social media strategy to educate, provide resources, and mobilize WAISN’s audiences through our social media platforms. On an average week at WAISN the digital organizer will:

- Develop content (including graphics and, if appropriate, short videos) for social media channels;
- Analyze the performance of content and adjust content strategies accordingly, as well as when needed to respond to breaking news and calls to action;
- Plan and goal set for each social media platform every quarter;
- Create content and implement daily postings across all social media platforms; create a regular publishing schedule on online platforms (Facebook, Twitter, Instagram, Mastodon, YouTube, Threads and others as assigned);
- Increase social media engagement (i.e, run social media actions such as lives, tweet chats/tweetstorms, etc.);
- Monitor and report analytics across all social media platforms and Action Network;
- Monitor social media trends, important dates, and trending conversations;
- Leverage the right tools to manage the organization’s content (ex: Hootsuite);
- Create social media campaigns for important dates (ex: Black History Month, Pride Month, Trans Week of Remembrance, etc.);
- Create social media toolkits (including graphics) to support digital actions, in-person mobilizations, and member activities;
• Facilitate weekly social media discussions, specifically but not limited to programming and campaigns;
• Assist in increasing brand awareness and community engagement through WAISN’s social media channels;
• Respond to social media dialogue by responding to social media posts and developing discussions that foster meaningful engagement across social media audiences;
• Plan and deliver content across different platforms using scheduling tools such as Sprinklr, Hootsuite, Asana, and Action Network;
• Build key relationships with influencers across social media platforms;
• Interact with clients, community members, and other stakeholders via WAISN’s social media accounts;
• Collaborate with the Language Justice Coordinator to implement an organization-wide language justice framework.

**Implement campaigns and communications strategies that promote a culture of immigrant respect:**

• Assist in running all digital platforms, including graphic development, video and sound editing as well as the production of Facebook Live events.
• Provide live coverage of WAISN’s annual Immigrant and Refugee Advocacy Days, Immigrant Youth Convening, Regional and Statewide Gatherings including promotional work, and designing and disseminating conference agendas and collateral materials.
• Amplify grassroots actions, both in-person and digitally.

**Organizational leadership, planning, management, and cross-departmental collaboration:**

• Maintain a cohesive brand across all digital communications by referencing our values and analytical frameworks and creating uniformity and maintain a cohesive brand across all digital communications by referencing our values and analytical frameworks and creating uniformity and consistency across channels.
• Stays up to date on the news with attention to the media cycle and the dominant narratives promoted by various media channels including, but not limited to Al Jazeera, Democracy Now!, Washington Post, The New York Times, MSNBC, Fox, CNN, and The Seattle Times. Check these key sites 2-3 times per day to inform communications strategy for the week and the editorial calendar while connecting stories to migrant struggles and needs;
• Develop fluency on WAISN’s editorial and style guide to ensure its implementation and a cohesive honed organizational voice, while updating it as necessary;
• Work in collaboration with the Communications Manager, Organizing Manager, and Policy Director to plan press conferences, briefings, and other high-profile public events such as press conferences, media briefings, statewide gatherings, organizing events, and fundraisers.

**KEY RESPONSIBILITIES**

**Social Media & Website Management (30%)**

*Both social media and website management require continuous monitoring, adaptation, and improvement to effectively engage audiences, drive traffic, and meet organizational goals in the digital arena.*

• Plan and schedule social media posts in advance, ensuring a consistent and cohesive posting schedule;
• Assess audience engagement; monitor comments, messages, and mentions on social media channels, and actively engage with followers to build a strong online community;
• Develop a messaging guide to respond to community members on social media platforms with the support of the Communications Manager, Hotline Manager, and Organizing Team;
• Implement digital advertisements and manage advertising campaigns on Google Ads, Facebook Ads, and other relevant channels to expand reach and engagement;
• Make application and platform recommendations to broaden WAISN’s audiences;
• Identify potential partners, collaborators, and influencers to amplify campaign messages and widen organizational digital reach;
• Be prepared to address any media crises or negative situations promptly and professionally. With consultation from Communications Manager, respond to negative comments and/or situations with tact;
• Maintain and routinely update WAISN website with resources, current events, campaign priorities and programmatic messaging.

**Content Creation & Graphic Design (20%)**

• Create compelling digital content (i.e. social media posts, blog articles, videos; graphics, and beyond) to elevate the social impact of the network, its members, and the resilience and experiences of forced migrants and refugees;
• Manage content calendars and ensure timely delivery of culturally sensitive and relevant content.
• Curate a library of resources for graphic design, video editing, and digital organizing;
• Support WAISN staff when hosting Facebook Live events, promoting in-person events on social media, and live-stream content;
• Collaborate with Language Justice Coordinator to establish best practices for sharing multilingual content on social media platforms and email.

**Process & Infrastructure Development (20%)**

• Develop and maintain WAISN’s social media editorial calendar, email calendar, and communications schedules;
• Establish and update a branded graphics deck for use on all WAISN communications channels;
• Refine and update flyers, toolkits, fact sheets, and one-pagers;
• Collaborate with Communications Manager, Resource & Partnerships Development Manager, Resource Information Coordinator, Policy Director, and Hotline Manager to inform best practices and aesthetic for internal communications with other departmental audiences;
• Work with Language Justice Coordinator to build synergy and create fluid processes to ensure that WAISN communications are available in all appropriate languages;
• Examine, polish, and update as necessary systems for requesting communications support and services;
• Work with the Communications Manager to develop a year long work plan, and inform communications Key Performance Indicators (KPIs).

**Advocacy & Community Engagement (15%)**

• Use digital platforms to mobilize supporters for advocacy efforts and grassroots actions. Coordinate online petitions, virtual events, and call-to-action campaigns;
• Foster a sense of community and engagement among online followers and supporters. Encourage user-generated content, discussions, and run online surveys (and other activities) that increase social media engagement across all platforms;
• Stay informed about emerging digital tools, platforms, and trends. Evaluate and recommend new technologies that could enhance the organization’s digital efforts;
• Provide training and support to team members or volunteers on digital organizing strategies, tools, and best practices.
Data Analysis & Reporting (15%)

- Monitor and analyze digital campaign metrics (e.g., website traffic, social media engagement, email open rates, conversion rates). Use data insights to make informed decisions and continuously improve strategies.

**JOB REQUIREMENTS AND DESIRED PERSONAL TRAITS**

**Qualifications:**

- Two years of experience executing social media strategies for specific campaigns, organizations, or projects.
- One year of graphic design experience, specifically the creation of fliers and social media graphics.
- Ability to use Canva proficiently.
- Exceptional computer and digital literacy
- Commitment to the power and self-determination of low-income communities and communities of color and immigrant communities.
- A personal framework to social justice and a strong commitment to racial and economic justice

**Communications**

- Updating content on a weekly basis, and coordinating with the social media team & Hotline to ensure everyone is in the loop of the content WAISN is releasing.

**Knowledge and Skills:**

- A demonstrated commitment to social and racial justice issues and understanding of challenges facing immigrant communities, communities of color, queer and transgender communities, as well as low-and moderate-income families;
- A demonstrated commitment to cutting-edge progressive values that champion an intersectional decolonial and transnational feminist agenda centered around the dismantling of all systems of oppression.
- Assists to maintains the WAISN’s brand identity and communications best practices;
- Creates and maintains a positive organizational culture and a culture of collaboration;
- Experience managing social media channels.
- Strong writing skills with excellent grammar.
- Excellent verbal and interpersonal communication skills; attention to detail and ability to work under tight deadlines with a commitment to quality;
- Ability to distill complex issues into effective communications materials for diverse audiences;
- Highly organized, detail-oriented, and able to manage a variety of projects in a fast-paced environment while maintaining focus on high-level organizational goals;
- Bilingual/multilingual skills are highly preferred and desired;
- Able to maintain a valid driver's license with the ability and willingness to travel regularly & must live in Washington state;
- Storyteller -- a person who can find the story through the weeds and come up with new angles to help people understand and care about the big issues of our time;
- Problem solver -- a person who can proactively identify issues and effectively execute solutions to produce the best results;
- Critical thinker -- a person who can hear a big idea and boil it down into a few sentences;
- Talented researcher -- a person who is adept with finding everything they need online, finding the perfect person for the perfect story, and all-things google docs.

**COMPENSATION** This is a full-time position. The salary range for this position is **$70,000-$75,000** annually for full-time work, contingent on experience and increased job scope for those with linguistic abilities.
Benefits package includes professional development training fees, generous paid time off, vacation and sick leave. Full Time Employees with WAISN are eligible for Kaiser Permanente Medical Insurance, Delta Dental Insurance, and VSP Vision Insurance.

REMOTE/HYBRID WORK POLICY WAISN employees are currently located across the state of Washington and do not share a centralized office. Staff members are not required to work in person when handling day-to-day role responsibilities but will be expected to gather for events such as staff retreats and other all-staff reunions throughout the year. New staff members will be offered a $2,000 stipend to aid in relocation from out of state to Washington state if selected for their respective positions.

TO APPLY Please send resume, cover letter, and list of three references to jobs@waisn.org. All documents must be in a single PDF in one email with “Digital Organizer” in the subject heading. Applications will be accepted on a rolling basis until the position is filled. No phone calls please.

VACCINE POLICY In an effort to maintain a safe and healthy workplace, WAISN requires all current staff members and contractors to be fully vaccinated against COVID-19. WAISN defines “fully vaccinated” as having received either 1 dose of the Johnson&Johnson or 2 doses of the Moderna or Pfizer administered vaccines. All new personnel must present proof of COVID-19 vaccination card to the Personnel Success Manager upon request. Exceptions to the vaccine mandate include religious reasoning and health concerns. If you are eligible for an exception, please reach out to the Personnel Success Manager to discuss in further detail.

**WAISN is an equal opportunity/affirmative action employer that provides equal employment opportunities to all qualified employees/applicants in all of our employment practices without regard to race, religion, color, sex or gender (including gender identity, pregnancy, childbirth, lactation), sexual orientation, national origin, ancestry, age, marital status, medical condition, physical or mental ability, or any other basis protected by law. We encourage applications from historically and currently disenfranchised people of color, immigrants, women, people with disabilities, members of the Lesbian, Gay, Bisexual, Transgender, and Queer communities and other historically and currently disenfranchised groups.**