



## **Position Description**

**Liberate Abortion Campaign**

**Position Title: Digital Organizer**

**Location: Fully remote**

**Reports to: Campaign Director**

**Hours per week (average): 5-10**

**Hours per month (average): 20-40**

**Hourly Rate: \$25/hour**

**Part Time Employee**

### **Position Description**

In the wake of S.B. 8 in Texas, a law that took effect on September 1, effectively banning abortions in Texas after six weeks, and the impending Supreme Court's decision in *Dobbs vs. Jackson Women's Health Organization*, the threat to abortion access in the US is unprecedented. More than 120 reproductive health, rights, and justice organizations came together to form a unified, coordinated, and time-delineated campaign effort to both respond to and build from this current moment. The goals of this effort are to:

- Create an environment of unprecedented public pressure in support of abortion access ahead of Supreme Court hearing oral arguments in *Jackson Women's Health*.
- Ensure that Supreme Court Justices walk into abortion-related conversations, arguments and deliberations with unprecedented support for abortion access in mind.
- Mobilize with state and national organizations to protect abortion access, defeat abortion restrictions and educate supporters and stakeholders along the way.
- Galvanize and sustain broad public opinion to even more strongly demand more than *Roe*, setting up the foundation for future fights.
- Create opportunities for partner organizations to grow and sustain their infrastructure and capacity within the context of this campaign fight and beyond.

Liberate Abortion is looking for a creative and energetic Digital Organizer to help us deepen and build the support we offer to our upcoming summer activities, especially when it comes to online organizing and communications. We have launched a major project, and this position will be amplifying the effect of our work online. This position will work closely with the Campaign Director and coalition members.

### **Responsibilities and Tasks**

- All employees of Hopewell Fund are required to complete timesheets
- Strategize and execute high impact, creative digital tactics that help change the narrative, reach our growth goals, and build power.
- Develop content (including graphics and, if appropriate, short videos) for Facebook, Instagram, and Twitter ads, then deploy those ads to reach targeted

- Identify opportunities to engage Liberate Abortion Campaign supporters, monitor news and developments on our priority issue areas.
- Lifting up state fights and coalition partners, creating a national conversation and major buzz around the Liberate Abortion bus tour, boosting posts, building a robust following, including paid advertisements
- Collaborate with the Narrative and Culture Change strategy table, 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 take action.
- Plan communications to multiple target audiences with distinct engagement goals, and help manage email lists and databases.
- Build emails and website pages with basic HTML; test and copy-edit emails to ensure quality.
- Use analytics to optimize online campaigns and content for bigger impact.
- As needed, create resources for locals and affiliate organizations to amplify national campaigns.
- Build relationships and strengthen partnerships with ally organizations, affiliates, and community members to support priorities.
- Work with vendors, consultants and contractors as needed.

### **Education, Experience, Knowledge, Skills and Ability**

- At least 3-5 years' experience developing digital strategy and content for issue-based, advocacy, or political campaigns; familiarity with a range of online campaigning tools and tactics.
- Proficiency in graphic design; experience with Adobe Creative Cloud (Photoshop, InDesign, or Illustrator).
- Project management experience and ability to organize and manage multiple priorities; ability to develop plans with clear goals, roles, timeline, metrics and budget estimates.
- Experience managing social media content for brands and advertising on social media platforms.

**How to Apply:** Send your resume and portfolio to [info@liberateabortion.org](mailto:info@liberateabortion.org) by March 18. Be sure to include your full name and Digital Organizer in the subject line.

### **Hiring Statement**

Liberate Abortion is a project of Hopewell Fund, a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. Hopewell Fund is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. Hopewell Fund's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.

To center the safety and well-being of its employees, Hopewell Fund requires that any employee who is required to conduct in-person activities for their job must be fully vaccinated against COVID-19 within two weeks of their start date. This position may require candidates to be fully vaccinated against COVID-19. Accommodations may be sought and approved in accordance with the law by contacting human resources at [hr@hopewellfund.org](mailto:hr@hopewellfund.org).