



Digital Communications Specialist

Deadline to apply: October 15, 2021

The Position:

The Digital Communications Specialist will lead and execute digital engagement strategies and analysis as a key member of the Communications Department at the ACLU of Idaho. Their work will contribute in specific and comprehensive ways, including managing all social media content and supporting website content and blast email production. This may also include troubleshooting, data analysis, product and project management, and networking. This role will advance the work of the ACLU-ID by utilizing the skills and tactics necessary to amplify and publicize our work, educate the public, engage our base through digital content, and influence how our issues are framed in the media. The Digital Communications Specialist is passionate about telling stories and will work to bring relevant experiences to light. The Digital Communications Specialist is supervised by the Communications Strategist.

The Approach:

You are a creative self-starter who thrives in a fast-paced, constantly changing environment with the ability to balance multiple projects coming at you while meeting tight deadlines and staying focused on the details that matter. You work well under pressure and are professional at all times with strong oral and written communication skills. You love social media, are excited about emerging technology and think tinkering with websites is a joy. You have a keen idea for design, and you delight in using and creating powerful graphics. You're thrilled with the idea of engaging and growing diverse audiences to mobilize for change. You are committed to racial and social justice and treat every person with whom you work with dignity and respect, while actively working to foster an equitable, collaborative, and inclusive experience for staff and other partners in our work and the larger community.

Duties and Responsibilities:

Social Media

- Develop and maintain engaging online social spaces that expand the awareness of the ACLU and increase reach and target niche audiences via social media (e.g. Facebook, Twitter, Instagram, YouTube, TikTok, etc.)
- Write, edit, and schedule social posts using social media management programs; create and maintain a content calendar
- Manage paid boosts and ads on social media for growth
- Plan, execute, and provide technical support for live-streamed ACLU Idaho events
- Stay up-to-date with latest social media trends and digital media technology

Digital

- Manage and create digital content in collaboration with the Communications Strategist, including website content, graphics, and digital ads across social media and web platforms
- Support ACLU-ID action alert email and web form production (drafting, editing, deployment)
- Provide guidance and support to advocacy, policy and legal departments in the digital execution of their campaigns
- Support the Communications Strategist in staff trainings to integrate digital tools in advocacy and organizing work ("Twitter 101," "Using Instagram Live," etc.)
- Recommend innovative approaches, feedback, and other improvements that will increase user interaction across digital properties
- Monitor and engage with online followers, communities and allies to better establish ACLU-ID web presence

Communications Department Support

- Provide editing and proofreading support for editorial content as needed
- Support media outreach, engagement emails, blogs and calls-to-action as needed
- Assist with ACLU-ID outreach opportunities and events
- Support special projects and other tasks and responsibilities as assigned by immediate supervisor or executive director

Qualifications:

Race Equity Commitment

Demonstrated commitment to racial equity, dismantling white supremacy, and incorporating a structural power analysis into your work. Keen understanding of how power is manifested in



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matters of race, ethnicity, age, gender, sexual orientation, gender identity, gender expression, religion, ability, and socio-economic circumstances.

Relevant Work Experience

- At least 2 years of relevant digital communications experience, preferably with issue-based or advocacy-oriented campaigning communications
- Excellent persuasive writing and copy-editing skills
- Strong attention to detail
- Strong social media competency, particularly with Facebook, Twitter and Instagram
- Knowledge of social media scheduling and design tools such as Buffer, MeetEdgar, Canva, and Tweetdeck
- Working knowledge of Adobe Design Suite, especially Illustrator, Photoshop and Acrobat DC.
- Working knowledge of office related software such as Microsoft Office suite, Outlook
- Strong organizational skills and ability to handle and prioritize multiple activities and responsibilities with deliberate time and project management skills.
- Ability to demonstrate flexibility and adaptability in a fast-paced environment; and to adjust strategy to frequently changing demands.
- Ability to work independently with minimum direction and collaboratively as a team, as the situation requires.
- Curiosity and appreciation for power structures, policy process, local government and their intersections with civil rights, civil liberties, racial and social justice.

Bonus Considerations

- Academic degree or background in journalism, mass communications, digital media, or a related discipline
- Proficiency with professional graphic design tools
- Bilingual ability to interpret or translate in Spanish
- Knowledge of social media analytics and/or A/B testing
- Database software and internet research skills
- Strong competency in Tik-Tok

Compensation and Benefits:

The starting salary range for this position is expected to begin between \$45,000 to \$55,000, but with an overall salary range under the ACLU of Idaho's structured pay scale of \$45,000 to \$60,000. Excellent benefits include 100% employer-paid medical, vision and dental insurance, 401(k) plan with an employer match, life and long-term disability insurance, sabbatical eligibility after at least five years, and generous paid holidays.



How to Apply:

Send the following to admin@acluidaho.org:

- Résumé
- Cover Letter
- A personal statement, no more than two pages, explaining how your background and experience prepare you for this job, and the vision you have for advancing civil liberties and civil rights through the ACLU
- Contact information for three references

Please reference “Digital Communications Specialist” in the email subject line, and indicate in your cover letter where you found this job listing.

Deadline to submit applications will be October 15, 2021. The position will remain open until filled. Please no unsolicited calls.

If you are a person with a disability and need assistance applying, please e-mail admin@acluidaho.org. If we select you for an interview, you will receive more information about how to request accommodations for the interview process.

About the Organization:

The ACLU of Idaho is an affiliate of ACLU National—the nation’s premier guardian of liberty. A nationwide, nonpartisan, nonprofit organization, the ACLU is dedicated to defending and expanding civil liberties and human rights across the country. The ACLU of Idaho and its foundation operate jointly as private nonprofit organizations devoted to furthering the ACLU’s mission in Idaho. The ACLU of Idaho employs a three-prong approach to its work, which includes litigation, legislative advocacy, and community engagement. To learn more, visit www.acluidaho.org and www.aclu.org.

Our staff of 10 full-time and 2 part-time employees work in a fast-paced, friendly office in the heart of downtown Boise, Idaho (though due to COVID-19, staff have the option to work remotely). Boise, the City of Trees, is the capital of Idaho and the core of a metro area of 730,000 people. The city enjoys all four seasons in a dry climate and offers an exceptional quality of life and a diverse business community with high tech industries. Recreational activities include whitewater rafting and kayaking, climbing, fishing, hunting, and skiing. There is a 190-mile foothill trail system for hiking and mountain biking and a 25-mile riverside greenbelt along the Boise River which flows through the city. Downtown offers thriving restaurants, shops, concerts, and public markets, and an ever-expanding number of local microbrew pubs and wineries. Over 95 languages are spoken in Idaho. The Treasure Valley, which includes the cities of Boise, Meridian, Nampa and Caldwell is home to the state’s largest



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Latinx community. Boise is also a hub for LGBTQ communities and political activism in Idaho. Boise is a refugee resettlement city.

The ACLU of Idaho advances equity and inclusion in the workplace by providing equal employment opportunity to support a work environment free from discrimination on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age (over 40), sexual orientation, military and veteran status, arrest or conviction record, and any other basis prohibited by law. The ACLU of Idaho embraces Fair Chance policies.

The organization also provides reasonable accommodations for qualified applicants and employees with disabilities. Our equity and inclusion commitment applies to all aspects of employment, including recruitment, selection, advancement, training, problem resolution, and separation from employment. Through this commitment, the ACLU of Idaho strives to establish and maintain an equitable and accessible work environment that is supportive and free from discrimination.