



# ZIONESS



## DIGITAL ORGANIZER

**Location:** Flexible

**Time Commitment:** Full-Time

**How To Apply:** Please send a cover letter and resume to [apply@zioness.org](mailto:apply@zioness.org)

**Compensation:** \$45,000 - \$60,000

**Overview:** The Digital Organizer will be responsible for growing our base across digital platforms, engaging new members, and mobilizing online and offline action.

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### GENERAL EXPECTATIONS:

- The Candidate has a deep passion for progressive issues and for Zionism, and is deeply motivated to engage in support of both causes.
- The Candidate is a self-starter, capable of producing with minimal oversight.
- The Candidate understands they're part of a "start-up" organization. As such, they should expect an all-hands-on-deck approach and that they may be asked to tackle items that aren't specifically outlined in their job scope. All members of Zioness staff commit to being a team player who will fill in gaps as needed.
- The Candidate is well organized, detail-oriented, and professional.
- The Candidate is capable of performing at a high level in a fast-paced environment.
- The Candidate commits to embodying the values of Zioness in public and private, during work hours and non-work hours, and commits to positively representing the organization at all times.

### QUALIFICATIONS FOR THE ROLE:

- At least two years experience as a digital organizer on issue-based/electoral/other advocacy campaigns.
- Proficiency with Canva, NGP VAN/EveryAction, WordPress, Action Network, Slack, Facebook, Twitter, Instagram and other common online organizing platforms. Graphic Design skills are a plus.
- The Candidate is an effective organizer, capable of building a plan, defining a ladder of engagement, and executing that plan to drive action, build membership.
- The Candidate can effectively build rapport with volunteer members.
- The Candidate has strong communication and writing skills and enjoys working directly with people.
- The Candidate has strong social media skills, and understands how to use online tools to increase reach and drive online and offline engagement.



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### JOB SCOPE:

- Generate opportunities to engage our members and drive online and on-the-ground actions, including moving members and potential members through a ladder of engagement.
- Cultivate relationships with volunteers/leaders and support them regularly in their organizing work.
- Harness earned media and digital campaigns to maximize the size of our following and email lists.
- Build and maintain email lists that can be easily sorted and leveraged in various ways as the organization grows.
- Build and execute effective email engagement and fundraising campaigns.
- Use data analysis with our email list, website, and social channels to improve the effectiveness of our online strategies.
- Create and/or engage with Zioness groups on social media.
- Equip online activists with resources, training, approved talking points, and graphics to positively advocate in line with our mission.
- Maintain regular online presence on Facebook, Twitter, and Instagram.
- Leverage social media strategically to help grow our audience and deepen their engagement with our work.
- Support the Grassroots Organizing Director in the implementation of the Organization's distributed organizing strategy with localized groups across the country.
- Fully support all efforts to execute The Organization's strategic plan, as assigned.

## ABOUT ZIONESS

### OUR MISSION:

- Provide a political home for the millions of American Jews who are both progressive and Zionist
- Unify and amplify their voice to combat antisemitism and defend the right of Jewish national self-determination in Israel
- Advance social, racial, economic and gender justice in America.

### OUR VISION:

A future where American Jews and our allies are valued in the progressive movement without compromising our identity as Zionists; where our community shows up to create a more just and equitable America; and where our allies fully understand and combat antisemitism and commit to protecting the Jewish people—including the right to Jewish national self-determination (Zionism).

The Zioness Movement, a 501(c)(3) nonprofit organization focused on mobilizing American Jews in the fight for social, economic, and racial justice.