

## The **Digital Manager** plays a key role in the **Climate Advocacy Lab**

The Climate Advocacy Lab seeks a full-time Digital Manager to create and deliver strategic digital trainings for climate and energy advocates. The position will also lead and improve our website and email communications to Lab members.

The Climate Advocacy Lab helps the climate community build grassroots power and win through evidence-based advocacy. Launched in 2015, “The Lab” has quickly grown to be a network of nearly 3,000 advocates, social scientists, data experts and funders developing and sharing best practices for what works--and what doesn't--for engaging and mobilizing Americans on climate and clean energy. In addition to running a resource-sharing platform to support the field, the Lab facilitates in-person and virtual workshops and trainings for the community. It also supports testing and exploration of key questions facing the climate movement. For the Lab, digital advocacy is not an afterthought. We deeply value the power and role of digital advocacy in winning on the climate crisis

### **Responsibilities**

This Digital Manager will be responsible for creating a digital advocacy training curriculum and facilitating in-person and online training opportunities for U.S. climate and energy advocates. This material may include social media, digital advertising, SEO, content marketing, peer-to-peer platforms, email and CRM best practices, and more.

They will also be responsible for customizing trainings based on an organization's interests and capacity. The Manager will also need to assist with some internal digital projects, including improving our website and email program (no coding or web development necessary). The ideal Manager will be a strong trainer with interest in and ability to conduct trainings virtually and in different locations throughout the year.

### **Curriculum Development**

(The Lab already has a lot of content but curating/creating additional content will be needed)

- Determine the needs of the potential training populations
- Be highly strategic and thoughtful in the creation of a core curriculum that will include text, handouts, slide decks, case studies, experiential activities, examples, case studies, etc.
- Track the movement and work with allied groups to synthesize and distill best practices
- Use best practices in instructional design, curriculum development, adult learning and training skills to synthesize information and translate best practices to an audience primarily composed of climate advocates
- Customize the content and delivery based on different audiences (e.g., demographic, geographic, skill set, capacity)

### **Training**

- Employ a customer service mindset, considering the user experience, and how to connect and truly share information in a way that lasts (via homework, interaction, action-learning, reflection, etc.)
- Train climate advocates with a wide variety of skill levels, sometimes in the same room
- Provide one-on-one and group support, training, coaching and strategy support as needed

### **Advocacy and Public Awareness Campaigns**

- You may end up directly assisting and coaching frontline advocates in issue and public engagement/awareness campaigns. This may include calls to action on nonpartisan voting, demonstrating, volunteering, signing petitions, etc.

### **Digital Leadership**

- Stay on top of the latest tools and tactics and be able to synthesize and explain them simply
- Engage the Lab's digital platforms (primarily online website and email list) to lead or assist with potential testing and experimentation and actively making our internal systems a platform for ongoing learning and generation of new insights

### **Desired Knowledge, Skills, and Assets**

- Must have deep experience working in issue and political campaigns, including an experiential understanding of how they are won and how digital tools impact them. 5 years of relevant digital campaign experience preferred. 3 Years required.
- Ability to work in a fast-evolving environment (remotely, or with others in an office) and embrace new and innovative ways of doing things
- Must be committed to the success of others, deeply patient and flexible in delivering information based on a wide variety of learning styles
- Must be passionate about our mission and have a demonstrated commitment to social justice, environmental protection, climate and clean energy progress, and diversity, equity and inclusion. Must share our values in dismantling racism and oppression.
- Wide-ranging experience regarding issue campaigns, including:
  - Ability to create digital content (ad copy, images, memes, etc.)
  - Knowledge of how to create and run Facebook ads, test email content and subject lines, operate peer to peer texting programs
  - Solid understanding of SEO, major social media platform algorithms and which platforms are best for which tactics.
- Experience training, public speaking, coaching and guiding others through content or skills.
- Strong attention to detail, time management skills, and the ability to be self-motivated and be able to self-manage.
- Should have (and should develop) strong relationships across the digital advocacy profession, within and beyond the climate advocacy field specifically.
- Up to 20% of this position's time will be spent traveling, so excitement and ability to work independently and on the road is key
- High School diploma required, Bachelor's Degree preferred

**Compensation, Hours, Location.**

This is a full-time position. The salary range for this position is \$60 – 70K, depending on experience and location (top of the scale would be the highest level of experience in a high-cost city). Excellent benefits including medical, dental, and vision insurance, generous paid time off, and a matched 401(k) plan. We offer support for remote work, training and mentoring, and a driven, highly collaborative, supportive work environment.

**Reporting:**

This position reports to the Deputy Director and is part of the Climate Advocacy Lab.

**Location:**

This position is remote, but if the candidate is in Durham, NC, Washington, DC, or San Francisco, CA, an office may be available. Some travel will be necessary.

**Application instructions:**

Please send resume and cover letter expressing why you are a good fit for this role, to [jobs@climateadvocacylab.org](mailto:jobs@climateadvocacylab.org).

We are an organization committed to diversity, equity and inclusion. We are an Equal Opportunity Employer with a commitment to economic and social justice, and do not discriminate against applicants on the basis of race, religion, gender, national origin, disability, sexual orientation, gender identity, or any other characteristic protected by law. Women, people of color, LGBTQ people, and members of other historically disenfranchised populations are strongly encouraged to apply. We are actively seeking a diversity of experience and perspectives among our team, and are committed to building an inclusive workplace culture where all individuals can thrive.

**About the Climate Advocacy Lab:** The Climate Advocacy Lab is a national nonprofit organization (fiscally sponsored) helping the climate community build grassroots power and win through evidence-based advocacy. More at [www.ClimateAdvocacyLab.org](http://www.ClimateAdvocacyLab.org)