



## **Digital Media Manager**

The Lawyers' Committee for Civil Rights Under Law is one of the leading national civil rights legal organizations, with the principal mission of fighting racial discrimination faced by African Americans and other racial and ethnic minorities. The Lawyers' Committee was formed in 1963 at the request of President John F. Kennedy to enlist the private bar's leadership and resources in combating racial discrimination and the resulting inequality of opportunity—work that continues to be vital today.

The Lawyers' Committee seeks an experienced and mission-driven professional to serve as its Digital Media Manager. The Lawyers' Committee values the increasingly central role of communications in shaping the debate on its issues, amplifying core themes, building support and leveraging the impact of its work. The Communications Department plays a key role in promoting the Lawyers' Committee's mission through traditional media, digital and social media, publications and events.

The Digital Media Manager will spearhead the organization's digital and social media strategy, helping to amplify its position as a leading organization on racial justice across all of its social channels. The Digital Media Manager should be highly motivated and capable of crafting effective campaign and promotion strategies that drive audience growth and incite engagement on social channels. The Digital Media Manager oversees content planning, production, and postings that help build the organization's social and digital media presence. Highlighting the organization's mission, its extensive work to combat injustice, its impact across the country, its expertise on racial justice matters and its wins inside and outside the courtroom are the underlying goals of this critical work.

This is a full-time position based in Washington, DC, reporting to the Director of Communications and External Affairs.

### **Specific Duties and Responsibilities:**

- Craft and implement high-impact and effective social media campaigns for promoting the organization's work, values, principles, wins and work online;
- Position the Lawyers' Committee as a thought leader on core social media channels;
- Identify high-impact opportunities to increase the visibility of our legal, advocacy and programmatic work on digital media;

- Generate strategies for growing the organization's email list and a commitment to rapidly increasing the organization's social media audience;
- Cultivate and maintain relationships with social media influencers who align with the Lawyers' Committee mission;
- Provide support for staff across the organization on effective and engaging opportunities to maximize visibility for Lawyers' Committee work;
- Manage and maintain the Lawyers' Committee website content;
- Identify and seize on opportunities for the organization to enter new social platforms;
- Monitor and maintain awareness of new and emerging platforms;
- Track and monitor the success of social media and online engagement initiatives to help determine impact and to help refine strategy using analytics;
- Create and implement online advertising strategies, including social media advertising and advertising on other digital platforms;
- Write and edit social content, maintain a publishing calendar and post social media content to all channels;
- Maintain relationships with stakeholders and counterparts at other racial justice organizations to collaborate on digital media opportunities;
- Provide off-hour coverage and content to ensure steady activity on critical social media platforms;
- Appreciate the power of story-telling and demonstrate a desire to implement strategies that highlight the communities impacted by the organization's racial justice work;
- Help monitor new trends in a rapidly-involving digital media industry and identifying strategies that keep the organization's communications strategy on the cutting edge;
- Be creative and pro-active in identifying messaging opportunities; and
- Demonstrate a commitment to diversity and inclusion within the office using a personal approach that values all individuals and respects differences in regards to race, ethnicity, age, gender identity and expression, sexual orientation and religion.

### **Experience and Qualifications:**

- Bachelor's Degree or equivalent professional experience (minimum of three (3) years' experience in social media marketing or related fields) is required;
- Excellent verbal, written and interpersonal communications skills;

- Strong attention to detail, ability to write and deliver work product that is accurate and error-free;
- Demonstrated experience running successful social media campaigns;
- Familiarity with a broad range of social media strategies;
- Significant and demonstrated experience managing professional social media profiles on Facebook and Twitter. Experience launching an organization's presence on emerging platforms;
- Basic experience with Word Press, HTML, CSS and Adobe, Canva or other graphic design programs;
- Ability to manage several complex projects simultaneously, often under tight deadlines;
- Must be self-motivated and possess the ability to work well both independently and within a team;
- Comfortable working in a diverse environment; and
- Demonstrated commitment to the mission and goals of the Lawyers' Committee.

**To Apply:** Please submit a cover letter and resume to <https://podio.com/webforms/23850583/1726203>. No calls will be accepted. The position will remain open until filled and applications will be reviewed on a rolling basis. Salary and benefits are competitive for a nonprofit legal organization. Staff Benefits include Employer Sponsored (Medical, Dental and Group Life & AD&D); Voluntary Benefits (Vision Insurance, Short-Term Disability, Long-Term Disability and Supplemental Life) coverage; the opportunity to participate in the 403(b) Retirement Plan; Voluntary Flexible Spending (Medical and/or Dependent Care) and Commuter Benefits; 11 paid Holidays and Vacation/Sick days.

The Lawyers' Committee does not discriminate on the basis of actual or perceived race, religion, color, national origin, ancestry, disability, medical condition, marital status, sex, age, sexual orientation, gender identity or expression, family responsibility, personal appearance, genetic information, matriculation, political affiliation, or any other status protected under law.

**We strongly encourage candidates of color and candidates from underrepresented communities to apply.**

**Accessibility Assistance:** Although calls will not be accepted regarding questions about the position, if you are an individual with a disability and need assistance completing the online application, please call 202-662-8600 and ask for an applicant accommodation or send an email with the subject line "Applicant Accommodation" to [kcoates@lawyerscommittee.org](mailto:kcoates@lawyerscommittee.org).