

**Job Announcement**  
**MIJENTE - DIGITAL ORGANIZER (C3/C4/PAC)**



**POSITION:** Digital Organizer

**REPORTS TO:** Communications Director

**LOCATION:** Remote (Any state/location within the U.S)

**PAY SCALE:** \$71,500-\$74,500 per year (pro-rated)

**STATUS:** Full-time, Exempt

**THE ORGANIZATION**

Mijente is a digital and grassroots hub for Latinx and Chicanx movement building and organizing. Launched in 2015, Mijente seeks to strengthen and increase the participation of Latinx people in the broader movements for racial, economic, climate, and gender justice. Mijente has since become a widely sought-after entry point and partner for Latinx people and communities across the United States, Puerto Rico, and internationally, to study and train together, to organize and grow power against, without, and within the state and to create the art, music, and space for healing that has transformed our network into a political home. Mijente is part of a family of organizations: Mijente (501c4), Mijente Support Committee (501c3), and Mijente PAC (political action committee).

**POSITION SUMMARY**

Mijente is seeking a creative and energetic Digital Organizer to accelerate and deepen our organizing and communications with Latinx people online and in the field. This is an opportunity for an individual to lead and continue to build upon Mijente's digital infrastructure. The ideal candidate for this role will bridge community organizing with the digital savvy to reach our audiences in innovative ways.

This position will work closely with the communications team and our organizing team to build and manage digital tools (SMS/texts, email, website content, online petitions, phone banks, CRMs) to drive transformative digital campaigns and build power around Mijente's social and political campaigns and projects. Additionally, they will support allied organizations (hubs) and external partners in their digital organizing efforts. The Digital Organizer will join a hard-working, skilled Communications team.

Your focus is to engage Latinx people across the U.S., and Puerto Rico. You are comfortable recruiting and communicating with members, building relationships, and training others in digital best practices. You are ready to set up digital communications, create concepts and proposals, send for proofing and approval, and test.

## **RESPONSIBILITIES**

- Collaborate with organizers to coordinate campaign goals, develop concepts, adapt, and produce content to engage and mobilize our online community to take action.
- Integrating and implementing digital organizing strategies and tactics in issue-based campaigns and electoral work using Mijente digital assets, including SMS, email, website, blogs, and other digital platforms.
- Organize digital events such as phone banks, text banks, welcome gatherings, town halls, and public endorsement events.
- Adapt campaign/project copy for text messages and call scripts; Respond and manage responses, with support from organizers for project-specific outreach.
- Support Mijente's database email distribution, including content loading, template design, ensuring mobile-friendly deliverability, proofreading for clarity, grammar and spelling
- Work with the Communications Director for content and monitoring of petitions, and relevant social and political topics that resonate with our members.
- Supplement rapid response digital organizing strategies with digital engagement tactics.
- Cultivate and maintain an active online community through list building and engagement by creating digital calls to action, and adapting messaging across digital platforms.
- Empower members and volunteer leaders to help run programs, including hosting volunteer training, managing distributed organizing campaigns, and supporting events.
- Support data-driven and qualitative approaches to program evaluation and improvement to inform future content and engagement strategies by monitoring analytics.
- Create campaign digital archives for internal record-keeping.
- Other duties and responsibilities as assigned

## **DESIRED QUALIFICATIONS & SKILLS**

- Excellent writing skills in both English and Spanish, including: Planning and outlining, editing, revising, spelling and grammar, and narrative coherence.
- Strong philosophical alignment and commitment to Mijente's theory of change and organizing model to win systemic and institutional change and in the process, build the organization.
- Familiarity with digital organizing tools including but not limited to EveryAction, Hustle, Strive, Mobilize, Phone2Action, ControlShift, NewMode

- Must have experience growing a list, and proven experience capturing and tracking analytics, and using them to shape strategy.
- A solid understanding of trends and how web applications work, including security, session management, and best practices.
- Programming skills and in-depth knowledge of modern HTML/CSS/WordPress
- Hands-on experience with network diagnostics, and network analytics tools
- Basic knowledge of Search Engine Optimization (SEO) process.
- Aggressive problem diagnosis and creative problem-solving skills.
- Ability to work and thrive in a fast-paced environment, learn rapidly, and master diverse web technologies and techniques.
- Demonstrated ability to resolve conflicts while maintaining important and effective relationships;
- Can receive feedback and be willing to learn and develop skills to achieve desired outcomes.
- Effective time management skills, including prioritizing and managing multiple tasks, and demonstrated experience in developing campaign and personal work plans and goals;
- Ability to work outside of traditional hours as the need arises
- Bilingual (Spanish-English) preferred

### **COMPENSATION & BENEFITS**

This is a full-time exempt position with health, dental, and PTO benefits. Salary is based on experience and location.

### **TO APPLY**

Applications are reviewed on a rolling basis until the position is filled. To apply please submit your resume along with a cover letter via email as promptly as possible to [jobs@mijente.net](mailto:jobs@mijente.net). Please include in the subject line the position title. We cannot respond to telephone inquiries.

**This Position Will Remain Open Until Filled**

**Mijente and Mijente SC are an equal opportunity employer. Mijente prohibits unlawful discrimination against any employee or applicant for employment based on race, color, religion, sex, gender identity, age, national origin, genetic characteristics, disability, status as a special disabled veteran or veteran, marital status, sexual orientation, sexual identity or any other basis prohibited by law.**