



Job Opening at Solid Ground

Job Title: Digital Organizer

Supervisor: Policy & Field Campaign Manager

Union Affiliation: OPEIU (dues will apply)

Department: Advocacy

Status: Non-Exempt

FTE: 1.00

Salary Grade: 27

Solid Ground believes poverty is solvable. Our communities are stronger when we support stability and break down the barriers to overcoming poverty. Solid Ground does both. We combine direct services with advocacy to meet basic needs, nurture success, and spread change. Through our programs, people gain stability and build skills that equip them to move forward in their lives. Through advocacy, we work toward ending racism and other oppressions embedded in our institutions, policies, and culture that hold people back from succeeding. We bring the voices of people experiencing poverty into the political process, furthering social justice, and supporting our entire community to reach its potential.

- Demonstrate the initiative to learn and enhance skills that promote anti-racism, cultural competency and an understanding of oppression and its impact.
- Participate in intentional learning efforts, including events related to understanding and dismantling institutional racism and building cultural competency.

Job Summary:

The Statewide Poverty Action Network is a coalition of thousands of individuals and organizations taking action to eliminate the root causes of poverty through state and federal public policy. Poverty Action organizes with a racial equity lens and believes that those most impacted by poverty should lead our work. The Digital Organizer develops and implements our online grassroots organizing strategy. They are responsible for creating and coordinating digital organizing campaigns with a focus on utilizing online platforms and social media as engagement tools and story-sharing in an increasingly online environment. They collaborate on campaign strategy and lead the development of our online strategy, including the use of our advocacy database and the Voter Activation Network (VAN) database. This position is an integral part of our team, helping ensure that our legislative and electoral campaigns resonate with low-income communities and communities of color, and creating opportunities for members of those communities to build their leadership by taking online action on our priorities.

Essential Responsibilities, Duties & Tasks:

30% Digital Strategy and Online Organizing - Develop and implement organizational online grassroots strategy. Design and implement statewide civic engagement campaigns to reach out to, organize, and mobilize people from targeted communities in the state, with an emphasis on people with low incomes, people of color, and formerly incarcerated people.

- Participate in the development of Poverty Action social media goals and strategies.
- Partner with Communications Coordinator to create, draft, and manage editorial calendar and content for each channel that works to support and align with goals and strategies for key campaigns and organizing initiatives.
- Manage the Voter Activation Network (VAN) database and text-banking technologies and analyze data to assist with targeting and strategy development.

25% Organizing Networks - Foster long-term organizing networks in strategic locations (ex: Pierce County, Yakima Valley, etc.) across the state to build support for electoral and policy campaigns.

- Within these networks and with a focus on online organizing, develop engagement opportunities for community members.
- Connect people with lower incomes to their elected officials, as well as to the overall work of Poverty Action, in order to weigh in on public policy decisions and change the narrative on poverty.
- Make public presentations on Poverty Action's work and campaigns.

20% Online Events, Trainings, & Presence – Expand our network of grassroots leaders around the state who are working to build support for Poverty Action's policy priorities.

- Create and implement forums and other community organizing initiatives, develop curriculum for advocacy trainings, and develop digital strategies to mobilize and engage low-income community members around the state.

20% Community Leadership Development - Bolster the leadership of people with low incomes and people of color to share their stories and experiences with state legislators, the governor's office, and state agencies.

- Develop and implement curriculum and training plan for people impacted by poverty in our work to forward community-led policy recommendations, as well as definitions and metrics for economic wellbeing, to the state for incorporation into state systems.
- Develop and implement curriculum and training plan for people impacted by poverty in our work to forward community-led policy recommendations, as well as definitions and metrics for economic wellbeing, to the state for incorporation into state systems.
- Projects may include the Poverty Reduction Work Group in the Governor's office or the Just Futures Collaborative with the Department of Social & Health Services.

5% Meetings & Trainings - Participate in program, department and agency meetings, relevant trainings, and the agency's anti-racism initiative as required. Co-chair, with a Poverty Action board member, a

committee of Poverty Action's coordinating board.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position.

Education & Experience:

Requires one of the following:

- a) Three years of experience in community organizing, including experience organizing communities of color and people with low incomes.
- b) Bachelor's degree in a related field and two years of experience in community organizing, including experience organizing communities of color and people with low incomes.
- c) Any combination of education, experience and measurable performance which demonstrates the capability to perform the duties of this position.

Also requires:

- Two years of experience organizing through social media, text banking technologies, or other online platforms.
- One year of experience developing training modules and providing trainings.
- Experience working with quantitative research and voter/advocacy databases.

Minimum Qualifications:

- Excellent communication skills, both oral and written, including the ability to make public presentations
- Outstanding organizational abilities, initiative, and attention to detail
- Ability to work individually in a self-directed manner and as part of a team
- Capable of conducting and leading regular outreach and field activities
- Ability to understand and track anti-poverty policies and federal/state legislative processes
- Ability to recruit, manage and support volunteers with diverse backgrounds
- Aptitude in cultivating and sustaining relationships with grassroots leadership
- Demonstrate a commitment to the mission of Solid Ground and the Statewide Poverty Action Network
- Access to reliable transportation, valid driver's license, vehicle insurance that meets Washington state's minimum guidelines and the ability and willingness to travel throughout the State
- Willingness and ability to work with people from a variety of racial, cultural, and economic backgrounds, with various lifestyles, sexual orientations, and generations
- Ability and willingness to work outside of normal business hours to attend meetings and hearings

Desired Qualifications:

- Bilingual or full professional proficiency
- Strong background in Anti-Racism work
- Long-term commitment to public policy
- Commitment to people impacted by our work, for example: formerly incarcerated, homeless,

immigrants, State aid recipients or impacted by predatory lending practice

Physical Demands/Working Conditions: This position works in an office setting, performing general office duties 50% of the time and 50% of the time in the field. Employees spend 20% of office time on the computer, 20% of the time answering the phone, and 10% meetings. Work outside the office (50%) is 40% meetings, and 10% driving. Position requires employee to lift/carry up to 20 pounds rarely, 5-10 pounds occasionally and push/pull 15pounds seldom, 1-5 pounds frequently. Position has the ability to sit/stand as needed. Stairs not required. Must be able to use personal vehicle/bus on occasion.

Hours & Compensation: This is a regular 40/week, union position paying \$26.57 per hour plus benefits. Benefits include medical, dental, short-term and long-term disability insurance, basic life insurance, 401(k) savings plan including agency contribution and match, holiday pay, generous paid personal leave package and tax-sheltered health care and dependent care accounts.

To Apply: Applicants must complete the Solid Ground Application Form specific to this position. To find an application online, go to <https://www.solid-ground.org/get-involved/careers/> then click on the Job Title for this position and complete the application. You may also leave a message on our job line at 206.694.6840 requesting a specific job application, or you may apply in person at 1501 North 45th Street in Seattle's Wallingford neighborhood. **Please attach a cover letter and resume.**

COVID-19: Until further notice, Solid Ground will expect employees to have achieved fully vaccinated status against COVID-19. New employees must provide proof of full vaccination status to Human Resources before their start date. Employees who are approved for Medical or Religious exemptions must comply with weekly testing requirements.

Solid Ground is an equal opportunity employer committed to workplace diversity. We do not discriminate on the basis of gender, age, race and color, religion, marital status, national origin, disability or veteran status.