



**\*EMPLOYMENT OPPORTUNITY\***  
**DIGITAL ORGANIZER**

New Jersey Citizen Action (NJCA) is a statewide advocacy and direct service organization that fights for social, racial and economic justice and promotes the financial security of low and moderate income families through the provision of free direct services. Our direct service includes health care ACA enrollment, housing counseling, foreclosure prevention, financial education and coaching, and tax preparation. Our advocacy cover a broad range of issues affecting low and moderate income families, including quality and affordable health care for all, economic justice, workers rights, affordable utilities, consumer financial protection, and tax/budget fairness.

**The Digital Organizer will oversee and execute strategies to increase NJCA's online presence, network of supporters and service program participants, and build power for NJCA so we can successfully achieve social change for low and moderate income families and people of color.**

- Craft and send 3 – 5 weekly email actions targeting decision-makers and engaging our activists in advocacy campaigns.
- Manage and expand our database of online activists and our various online tools and platforms.
- Create impactful digital content to help promote our direct service and advocacy programs.
- Coordinate social media and digital advertising campaigns, work with staff to amplify our digital presence and impact on Twitter, Facebook, Instagram and other social media platforms.
- Promote and provide online support for in-person and online events.
- Provide digital support for voter targeting and strategic list pulling from the voter file (VAN) for electoral campaigns.
- Engage the organization in occasionally used digitally based tools, or secure new digitally based tools that would enhance our work such as texting actions, robo calls, teletown halls and more.
- Assist in devising and executing online fundraising strategies.
- Ensure organizational website content is maintained and updated regularly, coordinate website revamps.
- Provide occasional back up and support to the Media Manager on traditional media outreach and writing.

**Requirements:**

1. At least two years' experience in organizing and advocacy.
2. Strong writing and public messaging skills.
3. Strong proficiency in digital and social media for organizing purposes.
4. Commitment and ability to plan, and stay organized.
5. Capable of taking the lead on a project and working with a team.

**Pluses**

1. Experience with media outreach including experience writing media statements, releases, letters-to-the-editors and opinion-editorial pieces.
2. Knowledge of Phone to Action, WordPress (VAN) file a plus.

**Compensation:**

Starting salary for entry level candidate is \$40,000, and increases based on experience. Comprehensive health care, dental, vacation, and other benefits. Position based in our Highland Park office, currently operating remotely.

**Email resume:**

Dena Mottola Jaborska, Associate Director  
New Jersey Citizen Action  
Email: [jobs@njcitizenaction.org](mailto:jobs@njcitizenaction.org)

*NJCA is an Equal Opportunity Employer – Women and people of color are encouraged to apply!*