

the Legal Rights Center

Criminal Defense • Restorative Justice

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DIGITAL ORGANIZER

Application Deadline: Open until filled

The Legal Rights Center, Inc. (LRC) seeks outstanding candidates to join our team as a Digital Organizer. LRC is a community-based nonprofit law firm in Hennepin County, and our mission is to work with our communities to seek justice and promote racial equity for those to whom it has been historically denied. We do this through criminal defense, restorative justice, advocacy, and community education.

The Legal Rights Center operates in a values and mission driven manner, centering equity, community and collaboration in our work. All LRC team members are accountable to engaging in their work in a manner that is grounded in and reflective of these foundational principles. Please see our website (www.legalrightscenter.org) for more information about the organization, its programs, and its values.

Position Responsibilities:

LRC seeks outstanding candidates to join our team as a Digital Organizer. LRC's Digital Organizer is a new position that will support LRC's communications, narrative strategy, and storytelling efforts, with a focus on advancing our community mission and advocacy goals. They will help build and mobilize our base of supporters in support of LRC's advocacy campaigns and initiatives. The position responsibilities include:

Communication + Digital Advocacy

- Design and implement digital campaigns across LRC platforms to mobilize followers in support of LRC's advocacy efforts (i.e. End Youth Prisons MN campaign, MN Coalition for Youth Justice, etc.)
- Produce digital content for use on LRC's social media, website, and other platforms
- Collaborate with program staff to develop communications assets including flyers, one pagers, newsletters, etc.
- Support in management of LRC's social media accounts and websites
- Coordinate online advocacy alerts, program + campaign communications, fundraising efforts, and newsletter updates using EveryAction CRM

- Create online action and fundraising pages using online advocacy management tools and EveryAction CRM
- Use analytics to inform digital organizing tactics, maximizing the reach and impact of our efforts
- Support the creation of longer form communication assets including op-eds, blog posts, zines, videos, etc.
- Support implementation of a communications strategy to advance LRC's mission, programmatic goals, and advocacy goals, participating in relevant strategic planning working groups

Storytelling + Story Collection

- Co-lead story collection and storytelling efforts in collaboration with Development and Communications Manager and other LRC team members
- Grow LRC's archive of stories and strategize with program staff to authentically + effectively platform stories in our advocacy efforts
- Support development of digital campaigns that integrate storytelling and narrative shift as core strategies
- Attend LRC's advocacy events as applicable in support of storytelling + story collection

Essential Qualifications:

- Minimum 1-2 years of experience doing digital organizing and/or communications work, including but not limited to:
 - Design and implementation of multi-stage digital campaigns
 - CRM tools, i.e. targeted emails, online actions, etc. (preferred experience with EveryAction);
 - Social media management
 - Basic graphic design skills (Canva)
 - Website management
- Demonstrated ability to propose, plan, initiative, and implement communications activities
- Creative thinker and willing to use a variety of approaches to achieve goals, assessing for effectiveness using data and feedback.
- Demonstrated interest in and ability to communicate with communities of color, multicultural populations, other marginalized groups, and youth
- Persuasive and effectively leverages strong written and digital communication skills
- Self-motivated and takes initiative
- Strong organizational skills, including strong facility for multitasking and task prioritization

Physical Requirements Necessary to Perform this Job:

Work is performed in an office environment and requires the ability to operate standard office equipment and keyboards. At times might need to lift and small carry parcels, packages & other items and to navigate through short distances in an office.

Salary & Benefits:

Compensation for this position is in the range of \$45,000 - \$52,000 annually based upon qualifications and experience. This is a non-exempt position. Health and dental insurance and retirement benefits provided.

How To Apply:

Please email a letter explaining your interest in the position and your resume to jobs@legalrightscenter.org. Put “Digital Organizer” in the subject line. Finalists will be asked to provide professional references. For questions or more information, please call James Miller at 612-677-2141.

Applicants are also invited to share a small portfolio with work samples relevant to the role such as graphic design products, social media posts, writing samples (emails, captions, newsletters, advocacy alert messaging, etc.), videos, etc.

The Legal Rights Center was created by communities of color working in coalition. A diverse staff best meets the needs of our communities.