Digital Manager
Detention Watch Network
Location: Anywhere in the US
Open until position is filled

Who we are
Founded by a group of dedicated organizations in 1997, Detention Watch Network (DWN) is a national coalition of over 100 organizations building power through collective advocacy, grassroots organizing, and strategic communications to abolish immigration detention in the United States. DWN is staffed by a small and growing team, committed to a vision of a world where every individual lives and moves freely and a society in which racial equity is the norm and immigration is not criminalized.

Recent DWN Accomplishments
• Since the launch of the Defund Hate campaign in 2017, have blocked $12 billion in funding requested for ICE and CBP
• Coordinated the national Free Them All campaign in response to COVID-19;
• Supported the passage of anti-detention state laws in California and Illinois;
• Sub-granted over $200,000 to grassroots members working to end detention locally.

Position Summary
The DWN Digital Manager will manage and drive DWN’s online strategy, playing a critical role in amplifying DWN’s message and mobilizing audiences to take action. Amongst other responsibilities, they will manage DWN’s social media accounts and email engagement strategy including content development, video production and design with the goal to grow DWN’s audiences and increase campaign visibility.

The Manager will report to the Communications Director.

Detention Watch Network is committed to the recruitment and retention of staff that is reflective of the communities we work with. We strongly encourage applications from Black, Indigenous, people of color; immigrants; women; people with disabilities; members of the LGTBQ community; and other underrepresented and historically marginalized groups.

This is a two-year position, with the possibility of extension depending on future funding.

What you’ll do:
Create and manage online strategy
• Manage DWN’s social media accounts (Facebook, Instagram, Twitter, YouTube) and email marketing platform, including developing engagement strategies and content plans to achieve campaign and organizational goals
• Manage DWN’s website and the Defund Hate campaign’s microsite
• Manage DWN’s video work to amplify DWN’s message
• Manage projects with designers, animators, and videographers
• Create and manage an influencer strategy to expand DWN’s digital reach
• Advise members on digital strategy as needed, including facilitating member trainings and meetings
• Track and analyze all digital channels, including Google Analytics, Twitter and Facebook analytics, email/e-newsletter click/open rates, and adjust strategy accordingly
• Stay abreast of technology, social, and industry-wide trends

Drive content creation
• Create and curate graphic content for DWN’s social media accounts, DWN reports and member needs using Canva and Piktochart
• Create, edit and distribute short and sharable video content, including script development
• Support DWN’s programmatic work by designing and formatting action alerts and sharing campaign resources
• Develop strategic relationships with members and allies on the collaboration and amplification of digital content
• Collaborate with the program team to maintain the editorial content calendar with key dates relating to direct actions, policy agenda, content/stories, current events, holidays, etc.
• Develop DWN’s quarterly newsletter

Mobilize digital audiences
• Coordinate and execute digital actions, such as Twitterstorms, Twitter chats, etc.
• Create digital action toolkits to promote events, actions and project launches
• Build petitions and other actions through digital advocacy tools, such as Action Network and MoveOn
• Collaborate with the organizing team to develop engagement strategies for social media audiences to take action

Other
• Submit monthly staff reports and lobby tracking as needed
• Develop quarterly reports on social media analytics

You’ll thrive in this role if this sounds like you:
*While no candidate will possess every quality, the successful candidate will possess many of the following qualifications and attributes. Even if you aren’t sure but are excited about the position, we encourage you to apply!
Qualifications:
- Demonstrated commitment to DWN's values
- Strong oral and written communication skills.
- Fast on your feet. Ability to move quickly with rapid response content creation.
- Effective project manager that works well under pressure and adheres to deadlines while balancing multiple projects.
- Strong organizational skills and attention to detail with the ability to proactively identify opportunities to advance DWN's messages in the digital sphere.
- Ability to work independently and collaboratively.
- Proactively shares updates with and seeks input from supervisor, colleagues and partners.
- Solutions oriented when faced with potential problems, knows how to pitch in and get things done.
- At least four years of experience working with digital strategy.
- Proven experience designing content (social media graphics, infographics, reports) with Canva, Piktochart, Adobe Creative Cloud software or other comparable design software.
- Familiarity using video software to edit and produce videos.
- Basic experience with Drupal.
- Familiarity with social justice issues, particularly related to human rights, immigrant rights, racial justice and/or criminal justice.

We're hoping you bring 1-2 (or more) of these bonus skills:
- Spanish fluency strongly preferred
- Experience working with diverse coalitions

Salary Range: Starting at $70,000
***DWN employees are eligible for an additional $2,000 on top of their annual salary for the following factors:

- Paying for educational loans (must show proof, including projected end date)
- Living in a major metropolitan city

Why work for DWN?
- Paid Time Off: Staff are eligible for 15 vacation days their first year of employment; 20 vacation days during years two through seven; and 25 vacation days after eight years of employment; plus we are closed between December 25 and January 1.
- Commitment to our staff: DWN invests in staff growth and professional development opportunities and is committed to providing regular feedback and opportunities for advancement.
• **Crystal clear focus**: Our team gets to work with dedicated and growing membership committed to the abolition of immigration detention.

• **Wellness Fund**: We know that this work can be physically and emotionally taxing, so DWN offers a wellness fund to all staff: a stipend of $500 per year to go towards personal health and self-care (yoga classes, therapy co-pays, massages, workout gear—whatever works for you!)

• **Our team is awesome**: You’ll be working with a group of smart, dedicated, and caring people who know how to have fun while getting a lot done in a low-ego environment!

• **Added perks**: we offer generous benefits and salaries, a monthly cell phone stipend to all staff, plus eligibility for an eight-week sabbatical after three years on staff.

Detention Watch Network is an “at-will” and equal opportunity employer. Applicants and employees shall not be discriminated against because of race, religion, sex, national origin, ethnicity, age, mental or physical disability, sexual orientation, gender (including pregnancy and gender expression) identity, marital status, veteran status, medical condition, or any other protected classification.

Reasonable accommodation will be made so that qualified disabled applicants may participate in the application process. Please advise in writing of special needs at the time of application. While performing the responsibilities of the job, reasonable accommodations may be made to enable people with disabilities to perform the essential functions of the job.

**How to Apply**

Email your resume, cover letter, and a work sample (relevant examples include, but are not limited to: social media graphic and caption copy, social media toolkit, designed report) to jobs@detentionwatchnetwork.org

For the cover letter, please answer the following questions: 1) Why you are interested in this position, 2) Why abolishing ICE is important to you and 3) your experience managing projects and driving online engagement strategies

If selected for an initial screening interview, DWN’s hiring consultant, Ebony Ross, will reach out to you.