

JOB ANNOUNCEMENT



Digital Organizer REMOTE POSITION

Familia: TQLM is a national transgender and queer Latinx LGBTQ rights, immigrant rights, and racial justice organization. Our mission is to achieve the collective liberation of the trans and queer Latinx community and our families by engaging in grassroots organizing, advocacy, and education.

POSITION SUMMARY:

The Digital Organizer will manage our online presence to amplify the stories of our members and information to the public on the issues affecting the trans and queer Latinx community. The Digital Organizer will ensure Familia: TQLM's message and vision are clearly reflected online, manage the organization's social media platforms, and developing content. The Digital Organizer will report to the Communications Manager and will work closely with the organizing, campaigns, communications teams.

KEY RESPONSIBILITIES:

Social media:

- Posting engaging & culturally relevant content across digital platforms, growing our online reach
- Manage social media: Twitter, Facebook, Instagram, YouTube, website, email system
- Managing Familia's social media calendar
- Ensure Familia's messaging is consistent throughout media platforms
- Be able to monitor and understand social media metrics
- Work with Communication Manager to create goals for digital engagement
- Be able to do rapid response when needed

Content creation:

- Create engaging & culturally relevant content in English and Spanish using Photoshop, Canva and other relevant platforms
- Writing engaging emails to send to our membership and other relevant stakeholders
- Create toolkits, videos, etc. when needed
- Maintaining website, including updating, and creating content for it as needed
- Proofreading written content

QUALIFICATIONS:

- Have experience with digital media and graphic design
- Have excellent writing and copy-editing skills in English and Spanish
- Can receive feedback and willing to learn and develop skills to achieve desired outcomes.
- Understands the importance of community organizing and can take turn that into digital content
- Understands the relationship between digital and communications work
- Can work with a diverse membership of trans and queer Latinx people, including undocumented Latinxs
- Can work independently and as part of a remote team in a face-paced political environment

- Knows how to use social media platforms and understands metrics and analytics like Facebook Insights, Twitter Insights
- Spanish and English fluency required
- Knows what racial justice is and the importance of working with communities of color, stakeholders
- Has cultural competency & knows what's happening politically

This job description is intended to convey what we're seeking in a candidate but we understand that given the current structures we live in that marginalized people might have limited experience. Even if you don't meet all of these qualifications or even if you have doubts, still apply!

SALARY AND BENEFITS:

The salary range is \$40k-\$45k. Comprehensive benefits include medical, dental, and vision coverage.

TO APPLY:

Submit a resume, cover letter, and as well as an example of an impact you've made online to **Emilio Vicente at emilio@familiatqlm.org by January 1st, 2020.**