



Senior Digital Organizer
Location: Remote

Who we are:

Founded by a group of dedicated individuals in 1997, Detention Watch Network (DWN) is a national coalition 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 where racial equity is the norm and immigration is not criminalized.

Position Summary:

The Senior Digital Organizer is responsible for building Detention Watch Network's online community to advance the Network's mission and get supporters to take action. They will implement strategies to grow DWN's base of supporters through email, text, and social media, creating impactful digital campaigns and virtual programming. They will develop compelling multilingual content and manage digital tools to amplify advocacy, organizing, and fundraising efforts. This position will also analyze digital performance, optimize the user experience across DWN's platforms, and support staff and members with training materials and toolkits.

18-month position with the possibility of extension.

This position reports to DWN's Senior Digital Manager. *Some travel is required, estimated at two to five trips a year.*

Detention Watch Network is committed to recruiting and retaining 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 LGBTQ community, and other underrepresented and historically marginalized groups.

What you'll do:

Online Community Building and Management

- Implement strategies to build a base of supporters and grow DWN's following across digital platforms, including email, text, and social media. Absorb supporters to deeply engage with the network in programming, campaigns, and fundraising.
- Create and manage digital campaigns and online organizing opportunities that advance Detention Watch Network's mission, including petitions and letter writing campaigns.

- Support development and execution of virtual programming, including webinars, Facebook Lives, online meetings, and others.
- Manage and execute Detention Watch Network's digital tools, including email, SMS broadcast, peer-to-peer texting, Facebook, TikTok, X, and Instagram.

Digital Content Development

- Develop compelling and timely written and visual content (including graphics and videos) that may be multilingual (involves coordinating with translators) to amplify organizing, advocacy, and fundraising efforts on social media, email, text, and other digital platforms.
- Write/design and disseminate emails and action alerts, and coordinate translation when appropriate.
- Develop scripts to accompany organizing/fundraising campaigns. Use and maintain NeonCRM and other content management systems to target and text supporters/activists while providing appropriate follow-up.
- Maintain and build upon Detention Watch Network's website forms and online petitions/campaigns. Ensure ease of navigation, message consistency and clarity, relevance, and engagement opportunities for visitors.
- Respond to relevant queries on Detention Watch Network's online platforms.
- Maintain a content calendar for all of Detention Watch Network's digital tools.
- Conduct A/B testing to determine the most effective content enhancing the user's experience and generate a performance report.
- Create guides and toolkits to support campaigns and train staff and members.

Data Collection and Reporting

- Archive and tag all photo and video content across programs and campaigns.
- Provide analytics and data outcomes on petitions, text, email, and social campaigns.
- Track technology trends and apply needed upgrades and innovations to ensure platforms and campaigns remain current.
- Develop monthly reports on social channel performance.

Other Responsibilities

- Attend monthly staff meetings, biweekly team meetings, and weekly supervisor meetings.
- Work and collaborate with Detention Watch Network's fundraising, communications, and organizing teams, members, and partners.

Required Skills

- **Education & Experience:** 2-5 years of experience in digital organizing, online advocacy, digital communications, community building, or a similar role.

- **Technical Proficiency:** Experience with digital tools such as **Adobe Creative Suite, Canva, Action Network, email marketing platforms, peer-to-peer texting platforms, and CRM systems** to create compelling content and manage campaigns effectively.
- **Content Creation Skills:** Excellent writing skills for email campaigns, social media posts, and action alerts; ability to create engaging graphics and videos.
- **Organizational Skills:** Managing multiple projects, meeting deadlines, and maintaining attention to detail.

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!

- Demonstrated commitment to DWN's [values](#).
- You excel in engaging and mobilizing online communities to drive meaningful action.
- You value collaboration and enjoy working in a team-oriented environment.
- Familiarity with social justice issues, particularly related to human rights, immigrant rights, racial justice, and/or criminal justice.

Base Salary: \$65,000

(plus an extra \$2,000 for residence in a location that is over 25% above the federal average cost of living index, or \$4,000 for residence in a location that is over 50% above the federal cost of living index).

Why work for DWN?

- **4-Day Work Week:** DWN operates on a 32-hour, Monday-Thursday 4-day work week.
- **Paid Time Off:** Staff are eligible for **3 weeks** their first year of employment; **4 weeks** days during years two through seven; and **5 weeks** after eight years of employment; plus, we close for two weeks at the end of the year.
- **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!)

- **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.

To Apply:

1. Apply using our online form, including answering the following questions in the fields provided:
 - i. What motivates you to work for Detention Watch Network?
 - ii. What specific skills, life and work experiences, and/or interests do you bring that you believe would contribute to and align with our organization's goals and values?
 - iii. How have you successfully used digital organizing tools or strategies in the past to mobilize communities, grow an audience or advance advocacy goals? Please share specific examples.
2. Submit your **resume** and relevant **digital organizing work samples**, such as screenshots or links to successful email campaigns, action alerts, graphics, digital content, advocacy scripts, etc., to a secure file share link.

Applications will be reviewed on a rolling basis, with priority given to applications received by **January 31, 2025**.

Priority Start Date: ***April 15, 2025***.

Detention Watch Network is an “at-will” an 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.