Children’s Action Alliance (CAA) advocates for research-driven solutions for a just Arizona, by bringing together voices and knowledge to achieve equitable outcomes for children and families. The Digital Strategist will partner with CAA leadership, communication and policy experts to:

- **Develop internal digital capacity.** Setting benchmarks, tracking and interpreting metrics and analytics to better understand traffic to your digital channels, measure the success of digital campaigns, and optimize future digital organizing efforts.
- **Lead digital efforts across the organization.** Work closely with the CAA team to build a culture of shared learnings and collaboration across teams to identify digital outreach opportunities to grow our audiences.
- **Manage CAA digital channels, platforms, and tools.** Help CAA gain digital independence to manage our own digital properties and analytics, boost ROI, and reach new audiences.

**Key Responsibilities**

- Strategize and execute high impact, creative digital tactics that help change the narrative, reach our growth goals, and build visibility on key issues.
- Manage all aspects of digital supporter engagement, including setting goals, tracking analytics related to those goals, ongoing calibration of tactics to reach those goals, and measuring impact.
- Collaborate with communications, policy, and development staff to coordinate campaign goals, develop campaign concepts, and produce content, including emails, action pages, and social media posts to engage and mobilize supporters to act.
- Keep projects on track, analyze the results of your work, and communicate regularly with the CEO and communications specialist.
- Plan communications to multiple target audiences with distinct engagement goals and help grow and manage email lists and databases.
- Build relationships and strengthen partnerships with ally organizations, affiliates, and community members to support priorities.
- Work with vendors, consultants and contractors as needed.

**Desired Core Competencies**

- 3-5 years of experience, ideally managing a previous digital organizing campaign or recent GOTV campaign.
- Experience evaluating and reporting on web, email, and social analytics, and providing digital strategy and optimization tactics based on analytics.
• Experience with content management systems (e.g., WordPress), digital organizing tools (e.g. Salsa, EveryAction, the Action network, etc.), and social media management tools.
• Exceptional writing skills for web, email, and social media copy.
• Experience with digital organizing tactics on social media, event management, SMS, and email marketing.
• Experience managing and growing donor or member email lists.
• Preferred but not required:
  o Ability to design social media graphics and/or write digital content.
  o Experience creating webinars, online event RSVP management, and managing online/call-in meetings.
  o Ability to mobilize partners to create local events, provide copy and images for messaging, and build local networks.
  o Experience with boosting social media channel posts to increase engagement is a plus.

**Contractual Terms**
• This is a contractual position.
• Term of initial contract: 12-months with a 2-month probational period for both parties.
• Contractual rate will be negotiated.

NO CALLS PLEASE.
Send cover letter and resume to:
Siman Qaasim
President and CEO
Children’s Action Alliance
3030 North 3rd Street, Suite 650
Phoenix, AZ 85012
email: hr@azchildren.org

To learn more about Children’s Action Alliance and our policy work, please visit our website at [www.azchildren.org](http://www.azchildren.org).

*Children’s Action Alliance is an Equal Opportunity Employer. We believe that CAA benefits from the perspectives and talents of a racially and culturally diverse staff.*