

BEYONDrosie's: imagine Justice, Dignity, and Safety for Women

Job Title: Digital Communications Manager
Reports to: Campaign Director
Status: Full-time Position with Benefits
Salary/Salary Range: \$70,000
Location: New York, Remote option possible

WHO WE ARE:

The Women's Community Justice Association (WCJA) and its leaders have over a deep experience in leading criminal injustice reform through the gender-based lens. We are leaders in building change for women and gender non-conforming people impacted by mass incarceration. We are experts in women's rights and shape change in the systems responsible for their unjust treatment. We are led by people with lived experience and who are directly impacted.

WCJA is leading the #BEYONDrosies campaign advocating for a safer, fairer plan for the women and gender-expansive people at Rose M. Singer (Rosie's) jail on Rikers Island. The campaign is at a critical phase of influencing the city and state to change the borough-based jail plan that would relocate those at Rosie's to a Kew Gardens facility opening in 2027, where they would share space and staff with men.

The **Digital Campaign Manager** will play a key role in growing WCJA's digital audience and mobilizing our existing membership to #BEYONDrosies campaign, fundraising and other WCJA initiatives. We are looking for a seasoned writer and strategist who is passionate about community building, engagement, and fundraising with the ultimate goal of reforming the criminal justice system and dismantling mass incarceration.

The candidate should have at least three years of experience leading digital efforts for political, issue-advocacy and/or fundraising campaigns.

Key Responsibilities*Digital Engagement*

- Provide strategy and support in the digital execution of #BEYONDrosies campaign and other WCJA initiatives to expand & mobilize grassroots base and key policymakers.
- Develop and maintain engaging online social spaces that expand the awareness of WCJA and increase reach and target niche audiences via social media (e.g. Facebook, Twitter, LinkedIn, Instagram, YouTube, TikTok, etc.)
- Monitor and engage with online followers, communities and allies to better establish WCJA web presence.
- Coordinate with Campaign Director and Communications consultants to create a digital campaign calendar and manage all related support

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processes.

Content Development

- Write, edit, and schedule social posts using social media management programs; create and maintain a content calendar.
- Plan, create, and deliver content for emails, website, newsletters, graphics, and video across social media and web platforms.
- Plan, execute, and provide technical support for the digital and virtual events.

Online Fundraising

- Oversee grassroots digital fundraising and engagement initiatives to acquire, renew and retain members.
- Develop multi-channel fundraising campaigns across various digital platforms (email, social media, and websites), overseeing management and execution.

Qualifications

- 3+ years of digital advocacy work for political campaigns or non-profit groups. Digital fundraising experience preferred.
- Strong social media competency, particularly with Facebook, Twitter, Instagram, and TikTok
- Exceptional writing, copy-editing and proofreading skills, including the ability to develop effective messaging for digital audiences.
- A demonstrated ability to synthesize policy and legislative materials into compelling copy that will drive grassroots action.
- Familiarity with HTML for email and landing pages
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- Experience managing and mobilizing digital communities in a wide range of multi-channel activities online.
- Highly organized with the ability to work to meet deadlines and multitask.,

Submit a resume, cover letter, and work samples to: Admin@wcja.org. Please include "Digital Communications Applicant" in the email subject line.

WCJA is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic as outlined by federal, state, or local laws.