Digital Fellow

Over the past two years, the Texas Civil Rights Project’s (“TCRP”) digital footprint has grown at least six-fold on all of our major platforms, including Facebook, Twitter, email, etc. Increasingly, we are able to mobilize our digital audience to take action on our goals — including through petitions, event attendance, grassroots contributions, earned media, and more. To help sustain our engagement and grow our impact on our online, TCRP now seeks a temporary Digital Fellow dedicated to advancing our campaigns and projects related to our Election Protection program.

* Please note: this is a temporary position lasting through November 30, 2020. Due to the COVID-19 crisis, TCRP is currently instituting a Work From Home policy. TCRP is committed to provide the Digital Fellow with the tools and resources they need to successfully work from home.

The Digital Fellow will be part of a team that will work together to accomplish the goals of our Voting Rights and Election Protection program — including operating toll free hotlines to answer voters’ questions, training and deploying legal and grassroots volunteers who work at polling locations during Early Vote and on Election Day, using digital tools to connect with voters, and having legal counsel on hand to fight for voting rights in court. The Digital Fellow will be responsible for reaching and growing a network of activists that are responsive and engaged with our Voting Rights and Election Protection program and reaching millions of Texas voters with information and resources about voting.

As part of the Community Engagement Department, the Digital Fellow will be managed by the Digital Manager and may be based in either TCRP’s Austin, Houston, North Texas, San Antonio, or South Texas office.

Overview of Key Responsibilities

- Create concise, eye-catching, and innovative digital content (graphics, emails, etc.) on our social media and email platforms (including public-facing Twitter, Facebook and Instagram accounts).
- Keep internal stakeholders informed and knowledgeable about social media metrics as well — including maintaining organizational content calendar.
- Generate opportunities to identify and engage campaign supporters and drive measurable online actions through alerts, infographics, key messages, etc.
- Collaborate closely with our Outreach Fellow and attorneys, volunteers, partners, and development staff proactively to seek content and drive forward our campaigns.
- Research and staying up to date with partners and issues related to voting rights and elections in Texas.
- Utilize social media and texting programs to maximize digital list building.
- Deepen supporters’ sense of identity and involvement with our Voter Protection efforts, including both online and offline engagement.
- Write clear, concise, and effective copy to move our online audiences to action.
- Perform uploads to email database and facilitate email campaign list selection and segmentation testing and strategy.
- Understand and apply data analytics related to the campaign email list, website, and social channels to improve the effectiveness of the campaign.

**Ideal candidates will have the following characteristics:**

- Commitment to understand race, class, gender, and other equity issues as part of your work as well as the impact these structural issues have on our collective work environment.
- Belief in and commitment to progressive social, racial, and economic justice.
- We are seeking previous experience of a minimum of one fully executed digital organizing campaign and the ability to mentor others in digital organizing skills.
- Experience with Google Analytics, WordPress, Canva, Adobe Suite products, BlueStateDigital, NGP VAN / EveryAction, and/or other advocacy platforms.
- Proficiency in the strategic use of Facebook, Twitter, and other social media platforms, as well as social media management systems (i.e. Hootsuite) and SEO.
- Exceptional oral and written communication skills.
- Ability to receive and integrate performance based feedback into ongoing work plans as well as the ability to provide relevant and timely feedback to peers in a constructive manner.
- Excellent strategic thinker and able to set goals and execute strategies and tactics to achieve them. You can adjust strategies and approaches when your first (or eighth) attempt isn't getting you the results you need.
- Excellent written and verbal communication skills along with a demonstrated ability to get people to take action both online and offline.
- Can juggle and prioritize across multiple projects, both for yourself and for a team, without dropping any balls.
- Ability to take initiative, solve problems, and quickly jump onto urgent matters and opportunities as they come up.
- Able to build strong relationships and work collaboratively across diverse communities—including in particular communities of color, immigrant communities, and persons with disabilities—and across different teams internally.
- Able to contribute deeply to and model our organizational culture.
- Spanish fluency preferred but not required.
- Ability to take initiative and work independently.
About TCRP

At TCRP, we are Texas lawyers for Texas communities, boldly serving the movement for equality and justice in and out of the courts. We use our tools of litigation and legal advocacy to protect and advance the civil rights of everyone in Texas and we partner with communities across the state to serve the rising movement for social justice. We undertake our work with a vision of a Texas in which all communities can thrive with dignity, justice and without fear.

We are proud of our work, welcome innovative thinkers, and offer flexibility to different people’s styles and strengths. Learn more at www.texascivilrightsproject.org.

Compensation

Salary will be based on years of experience, with a starting salary range being $47,000 - $60,500 based on relevant experience. TCRP also offers excellent benefits, professional development opportunities and a deep commitment to a meaningful work-life balance. Benefits include: employer-paid health insurance, four weeks paid vacation, eight weeks paid family leave (with avenues to extend leave to 14 weeks in total), a $500 professional development budget annually, and extensive holidays.

How to Apply

To apply, please follow this link. For consideration, the deadline to apply is 11:59PM CST on May 4, 2020.

Inclusion & Non-Discrimination

TCRP values a diverse workforce and an inclusive culture — women, people of color, individuals with disabilities, veterans, and people from other underrepresented communities are strongly encouraged to apply for this position. We do not discriminate on the basis of race, ethnicity, national origin, age, creed, religion, physical ability, gender, gender identity or expression, pregnancy, sexual orientation, previous incarceration, veteran status, union membership or activism, or any other characteristic protected by local, state or federal law. TCRP offers competitive salaries, excellent benefits, professional development opportunities, and a deep commitment to a meaningful work-life balance.