

Job Description: GreenFaith Global Digital Director

Location: Remote, Global

Department: Digital and Communications Team

Type: Full Time (US Exempt)

Min. Experience: 4 years

Opportunity:

GreenFaith seeks to hire a Global Digital Director, who will report directly to the Executive Director, to develop a strategy for and manage our digital presence and activities across the organization. This person will collaborate with GreenFaith senior staff and regional organizing coordinators to create and implement a globally-unified, regionally differentiated digital strategy with measurable goals. The ideal candidate will have played a leadership role in digital communications for a progressive nonprofit organization. S/he will have experience creating and running digital activist and engagement campaigns, have the proven ability to work from a global perspective, and will have experience managing and growing audiences and engagement on social media platforms.

Responsibilities:

- Work with GreenFaith's global staff and partners to develop and implement vibrant and cohesive digital strategies and tactics that increase the size and impact of GreenFaith's online community, build a compelling and consistent GreenFaith voice, and build digital skills among team members and volunteers.
- Collaborate with GreenFaith's communications and development teams to build strong and interconnected narratives and stories for program/campaign participants and funders; contributing ideas and text for website, collateral materials, donor solicitations/reports.
- Manage GreenFaith's databases in Action Network and Salesforce, ensuring proper tagging and data/list management protocols consistent with GDPR and other data privacy laws.
- Work with reps from Google, Facebook/Instagram, Twitter to stay on top of best practices; identify new digital tools/branding/messaging resources and techniques.
- Coordinate with partners and movement allies to amplify strategic moments digitally.
- Track and analyze digital metrics to measure success, identify key lessons, and implement changes, including through Action Network tags and Google analytics.
- Ensure that racial/ethnic and gender equity, and respect for all religions, are advanced throughout GreenFaith's digital communications.
- Manage digital contractors and cross-staff communications projects as assigned.

Required Skills and Qualifications:

The ideal candidate will have the following skills and qualifications:

- 4+ years of experience in digital organizing, public interest advocacy, campaigning, or

demonstrated equivalent experience in social movement or political communications.

- Ability to develop strategy at global and regionally differentiated levels and to manage people and resources to implement the strategy effectively.
- Experience with Action Network, Twitter, Facebook, Instagram, LinkedIn.
- Emotionally intelligent, culturally sensitive written, verbal communications and equitable management skills.
- Skills in training staff and volunteers in digital best practices.
- Experience organizing digital actions such as call-in days, petitions and email actions, on corporate and/or government targets; supporting distributed mobilizations.
- Highly organized, able to manage multiple projects at once without sacrificing quality.
- A resilient and flexible team player who is a fast learner, can handle a fast paced, highly collaborative team culture, learns and problem-solves quickly.
- Experience with intersectional advocacy work on issues of race, class, and gender.
- Ability to work flexible hours (including some evenings and weekends).

Desired Skills and Qualifications:

- Knowledge of and dedication to the climate movement
- Knowledge of and dedication to interfaith efforts
- Graphic design, peer-to-peer SMS and video production skills
- Proficiency in Spanish or French

Salary and Benefits:

- The salary range for this position is \$75,000-\$90,000 US, dependent on experience.
- 4 weeks vacation
- Medical, vision and dental coverage
- Flexible Spending account (US only)
- 401 (k) plan and company match (US only)
- Partial reimbursement for cell phone.

GreenFaith strongly encourages applicants from a highly diverse range of backgrounds and identities to apply for this position. We do not discriminate against applicants or employees because of race, color, religion, national origin, sex, age, citizenship status, disability status, genetic information, sexual orientation, or gender identity or expression of an otherwise qualified individual, or membership in any other class protected by applicable law. GreenFaith hires and promotes individuals on the basis of their qualifications for the job to be filled.

About GreenFaith:

Because the Earth and all people are sacred and at risk, GreenFaith is building a global, multi-faith climate and environment movement. We bring together people of different religions and create local GreenFaith Circles to transform ourselves, our spiritual institutions, and society in order to protect the planet and create a compassionate, loving, and just world.

GreenFaith is the world's only international, interfaith, environmental and climate justice organization. We have a long history of working with diverse religious and spiritual communities, educating about the moral and sacred basis for protecting the environment, and mobilizing religious and spiritual communities on environmental and climate justice campaigns.

To Apply:

https://docs.google.com/forms/d/e/1FAIpQLSeAZWWa47gL82pkigaHV20uMGYsoqaPq-RHD_jVEpbkBO7Fug/viewform?usp=sf_link

Interested applications should complete the information requested here:

Please submit your application by 21 February 2022. Applications will be reviewed as they are received and interviews scheduled accordingly.