About the 8th Amendment Project
The 8th Amendment Project (8AP) is tasked with directing the national strategy to end the death penalty and consulting with 40+ partners on an ongoing basis to maximize the effectiveness of the work, including litigation, advocacy, communications, research, and funding. We are focused on helping to strengthen the anti-death penalty movement. We are a fiscally sponsored project of the Center for Death Penalty Litigation. For more information, visit: http://www.8thamendment.org/

About the Position
8AP seeks a digital director with vision and expertise who has a passion for racial justice to conceptualize initiatives and then execute them across platforms for sustained impact. The Digital Director is a new senior level position that will work in collaboration with the other members of the 8AP team. This role will raise the digital profile of the anti-death penalty movement; amplify the work at the local, state, and federal level; identify new audiences and build audience engagement; as well as support broader communications objectives. The digital director will report to the executive director and work closely with the 8AP team to develop and implement a high impact digital and social media program. The digital director will develop and lead digital creative campaigns and projects that showcase the impact of our 40+ coalition partners, help them grow their audiences, and engage these audiences more deeply in campaigns and programs. The digital director will also coach partner organizations on the best practices in digital strategy.

The ideal candidate is passionate about racial and social justice and brings experience designing, implementing, and analyzing multi-platform digital campaigns and programs. They are a collaborative team player who can think big and dig into the details across multiple complex issue areas and functions.

Key Responsibilities
● Oversee the development and execution of 8AP’s short- and long-term digital strategies and initiatives that center the needs of our partner organizations and the anti-death penalty movement as a whole.
● In collaboration with the 8AP team and partners, develop new content that is centered around racial justice, and incorporate it into all relevant digital assets and tactics (e.g., influencer strategies, websites, social media, video, graphics, etc.). This would include developing content for a digital public education campaign, Noose to Needle, highlighting the link between lynching and racial oppression and the modern day death penalty system.
● Develop an email program focused on helping our partners’ build their lists and increase strategic engagement on priority campaigns.
● Develop and execute strategic, effective earned and paid social media ad campaigns.
● Oversee 8AP’s digital assets, including websites and social media accounts, while working to ensure a consistent organizational voice and a steady stream of engaging content that taps into the prevalent justice issues of the moment.
● Explore the organizational potential for SMS messaging as an effective way to complement our community organizing and engage our audiences more effectively.
● Establish digital media metrics (goals, objectives, and measures of success) that strengthen the impact and outreach of all of our partner organizations.
● Compile and summarize results of analytics for websites, email campaigns, text message campaigns, and social networks into monthly digital reports for the director and periodic reporting to the movement and funders.
● Provide training and one-on-one coaching to a set of partner organizations.
● Other duties as assigned.

Qualifications
● A minimum of 5 years of digital communications experience preferred, including significant experience developing and executing digital campaigns (issue or political).
● Expertise in the principles of online organizing, campaigning, and digital best practices, including using data and analytics to guide decisions.
● Familiarity with multiple CRM and CMS systems and digital applications.
● Familiarity with list/database management and growth strategies, especially across very diverse communities on a national scale.
● Strong ability to capture and bring clarity to racial and social justice issues through writing, and to leverage that content in digital/social assets in campaigns.
● Appreciation for and attraction to a dynamic, collaborative environment that requires exceptional judgment and the ability to foster relationships.
● Skilled in visual media production, especially video and graphics.
● Knowledge of and comfort with website management (WordPress a plus), with an eye for user experience that can shape site redesigns.

Additional Information

Location: Remote location (work from home)

Reports to: Executive Director

Deadline: Open until filled, but applications will be reviewed starting March 30, 2022.

Compensation: $100K annual salary, commensurate with experience. Excellent benefits including employer-paid medical and dental care, retirement contribution of 10%, 20 days paid vacation, generous paid sick days and holidays, disability insurance, life insurance, phone/internet service reimbursement, and professional development opportunities.

We encourage a diverse pool of candidates to apply, including those impacted by the issues we work on. We consider all applicants on the basis of their ability to perform the job, without regard to race, color, religion, creed, sex, sexual orientation, gender identity, marital status, pregnancy, national or ethnic origin, genetic information, physical appearance, age, mental or physical disability, credit history,
veteran status, uniform service member status, justice system involvement, victims of domestic violence, stalking, or other crimes, political affiliation, or any other legally protected class. 8AP does not tolerate discrimination or harassment against any of the above listed classes.

To apply: Please submit a resume and thoughtful cover letter to jobs@8thamendment.org.