



Digital Engagement and Communications Coordinator

October 2024

Location: Arizona (with regular travel to the Phoenix office required)

Position: Full-time (hybrid - 3 days in office, 2 days remote)

Salary: \$60,000 to \$65,000 (plus benefits)

About GLSEN Arizona:

GLSEN and its local chapters work at the local, district, state, and federal level to create systems change in K-12 education in the U.S. Our work has produced measurable improvements in the lives of LGBTQ+ students in the United States, and helped establish new norms of support for LGBTQ students in the education world.

Since 2002, GLSEN Arizona has worked to create safer and more affirming K-12 schools for all students, regardless of sexual orientation, gender identity, or gender expression. We train educators and school administrators, support and strengthen student-led Gender/Sexuality Alliance (GSA) clubs, and work with school communities, lawmakers, and local stakeholders to reform and implement evidence-based LGBTQ-inclusive and affirming education law as well as school policies, practices and curriculum.

As part of the GLSEN National Chapter Network, we are in the midst of a major institutional transformation process which is striving to advance racial, gender, and disability justice. We are committed to building and sustaining an inclusive and equitable working environment and believe that every member of our team enriches our diversity by contributing in a broad range of ways to understand and engage with the world, identify challenges, and discover, design, and deliver solutions.

Position Summary:

GLSEN Arizona seeks a dynamic and creative Digital Engagement and Communications Advocacy Coordinator to join our team. This role will be responsible for developing and executing digital strategies to enhance our advocacy efforts, engage our community, and amplify our mission across various online platforms. The ideal candidate will be a strategic thinker with a passion for social justice and expertise in digital communications.

Key Responsibilities:

Digital Strategy and Management:

- Develop and implement a comprehensive digital engagement strategy to increase GLSEN Arizona's online presence and support advocacy goals.

- Manage and grow GLSEN Arizona's social media platforms (Facebook Instagram, LinkedIn, etc.), ensuring consistent, on-brand messaging.
- Monitor social media trends and analytics to inform strategy and optimize engagement.

Content Creation and Campaigns:

- Create compelling and engaging content, including graphics, videos, and written posts, to promote GLSEN Arizona's initiatives, events, fundraising and advocacy campaigns.
- Coordinate digital campaigns that align with national GLSEN efforts and local chapter objectives, leveraging email marketing, social media, and other digital tools.
- Write and distribute press releases, newsletters, calls to action and other communications materials.

Community Engagement and Support:

- Engage with online community members, responding to inquiries and fostering positive interactions.
- Develop and maintain relationships with digital influencers, partners, and allies to amplify GLSEN Arizona's messages.
- Support member engagement through digital platforms, ensuring members are informed and mobilized (e.g. calls to action)

Advocacy and Education:

- Collaborate with the Chapter Director and other team members to create advocacy content that educates and mobilizes the community around key issues affecting LGBTQIA2S+ students.
- Support GLSEN Arizona in the promotion of virtual events and webinars that engage the community.
- Stay informed on local and national policy developments relevant to GLSEN's mission and incorporate this information into digital communications.

Public Relations and Media Responsibilities:

- Develop and maintain relationships with local media contacts to ensure coverage of GLSEN Arizona's initiatives, events, and advocacy efforts.
- Collaborate with the Chapter Director and Arizona team to draft, distribute, and pitch press releases, media alerts, and stories to local and national media outlets.
- Collaborate with the Chapter Director to coordinate media interviews and appearances for GLSEN Arizona representatives.
- Monitor media coverage and compile press clippings to evaluate the effectiveness of PR efforts.
- Ensure all media communications are aligned with GLSEN Arizona's messaging and branding guidelines.
- Provide support to GLSEN Arizona spokespersons to ensure effective communication with the press.

Metrics and Reporting:

- Track and analyze performance metrics for digital campaigns and social media engagement.
- Provide regular reports to the Chapter Director on digital strategy effectiveness and insights.
- Adjust strategies based on data-driven insights to improve outreach and engagement outcomes.

Qualifications:

- Bachelor's degree in Digital Communications, Marketing, Public Relations, or related field, or equivalent experience.
- 2-3 years of experience in digital communications, social media management, or related roles, preferably within a nonprofit or advocacy organization.
- Strong understanding of social media platforms, digital marketing tools, and content management systems.
- Excellent written and verbal communication skills with a keen eye for detail and creativity.
- Proven ability to manage multiple projects and meet deadlines in a fast-paced environment.
- Passion for social justice and commitment to LGBTQIA2S+ inclusion in education.
- Proven experience with graphic design tools (e.g., Canva, Adobe Creative Suite) and video editing software is a plus.
- Experience with email marketing platforms (e.g., Constant Contact, Mailchimp) and website management (e.g., WordPress) is preferred.
- Experience with social media scheduling tools (e.g. Later.com, Hootsuite, etc.)

Benefits:

GLSEN offers a generous benefits package, including paid time off, sick, holiday and 'restoration' breaks, 100% employer-paid medical and dental insurance for staff and optional benefits for family members; life insurance; and a 401k plan with increasing employer contributions based on staff tenure.

To apply, qualified candidates should submit their resume, a letter of interest including a portfolio of design work and examples of social media and/or digital marketing campaigns to careersaz@glsen.org.

GLSEN is an Equal Opportunity Employer. We strongly encourage people of color, of diverse gender identities, women and non-LGBTQ+ persons to apply.
