

JUSTICE IN AGING

FIGHTING SENIOR POVERTY THROUGH LAW

Position Announcement

Director of Digital Engagement

Location: Remote

Justice in Aging seeks an individual with at least 5 years of experience in digital marketing, organizing, or advocacy in non-profit or politics to join our Communications Team remotely. The ideal candidate would have a strong interest in social justice, equity, and the needs of low-income older adults. We're excited to be hiring for this new position to help us build our brand, increase the visibility of the important issues we work on, effectively utilize all of our communications channels to meet our advocacy and fundraising goals, and measure our results.

This individual will be responsible for developing and leading an audience-centric digital strategy for the organization's advocacy, content marketing, and fundraising activities that integrates relevant social platforms, website, and e-blasts and includes clear and measurable goals. The Director of Digital Engagement will report to the Managing Director of Communications and Individual Giving and be an integral part of a 7-member Communications and Development team.

Contrary to portrayals of financially secure older adults engaged in healthy, active aging pursuits and enjoying their retirement, [over 7 million people over 65 have trouble making ends meet](#). And millions are living in deep poverty. Older adults are increasingly at the center of the housing and homelessness crisis. Poverty is much worse for those who have experienced discrimination and inequities throughout their lives, including women, people of color, LGBTQ+ older adults, those with limited English proficiency, and others. These individuals are members of our families and communities. They raised families, worked, cared for many of us, taught our children, and built our economy. Yet, because of ageism, racism, and other forms of discrimination, their lives are continually devalued and they experience barriers to meeting their most basic needs.

Join us and become part of the only national organization focused solely on advancing the rights of low-income older adults. [Watch this short video](#) to learn more about how, over the past 50 years, we have used the power of law and our expertise in all of the programs older adults rely on to fight senior poverty. [And learn why, in 2021, we launched a new strategic initiative to center our work in advancing equity](#). Through this initiative, we are intentionally pursuing systemic changes in law and policy that improve the lives of low-income older adults who experience inequities deeply rooted in structural racism, sexism, ableism, homophobia, and xenophobia. You can be a part of this meaningful work.

Our staff work primarily remotely, with most staff located in the Washington DC, the Bay Area, Sacramento, and Los Angeles, as well as some staff across the country. This position can be based remotely from anywhere in the United States. Justice in Aging requires COVID-19 vaccination for all staff, with exemptions available in accordance with federal law.

Applications will be accepted on a rolling basis until the position is filled, with application review beginning on January 11, 2023. Questions about the position can be directed to hire@justiceinaging.org.

Washington, DC



Los Angeles, CA



Oakland, CA

Responsibilities:

- Work with the Managing Director of Communications and Individual Giving to develop and lead an integrated, overall digital strategy for the organization.
- Work with attorneys and policy advocates to create and help implement advocacy campaigns to improve health care, economic security, housing, equity, and elder rights for low-income older adults.
- Work with members of the Development and Communications team to create and implement fundraising campaigns.
- Work with members of the Communications Team to create content and lead the implementation of various campaigns and advocacy efforts, with the support of the Managing Director of Communications and Individual Giving.
- Utilize analytics, digital ad campaigns, and marketing tools to grow the organization's social media audiences and engagement and optimize advocacy campaigns.
- Manage or direct the management of the Google Adwords Account.
- Develop and refine systems to effectively track and test digital engagement and develop and implement reporting processes and tools to ensure the data is actionable.
- Provide general communications support, including writing emails, social media content, statements, and other materials, editing and proofreading attorney-created materials, project managing, assisting with media outreach, etc.

Requirements:

- Any combination of applicable educational/professional credentials and experience that will enable you to perform the above duties successfully.
- A minimum of 5 years direct experience overseeing, implementing, and evaluating data-driven strategic digital advocacy campaigns across all platforms including email, multiple social media channels, and website.
- Excellent writer and communicator.
- Proficient in Microsoft office programs, including Word, Excel, Powerpoint, and Outlook.
- Demonstrated commitment to social, racial, and economic justice.

Desired:

- Knowledge of and experience with Google Adwords.
- Experience creating and implementing paid digital ad campaigns.
- Highly organized, and able to balance multiple long and short-term objectives while staying committed to the overall strategy.
- Ability to work collaboratively and individually across multiple teams and the organization.

Compensation:

The base salary for this position is \$90,000 and requires a minimum of 5 years of experience. Applicants with considerably more experience and expertise could receive up to \$110,000. Justice in Aging offers a competitive benefits package, including fully paid health, dental, and life insurance; flexible reimbursement plan; 403(b) retirement savings plan with 8% automatic employer contribution; paid

parental leave, sabbatical leave, and compensatory time; federal holidays, sick time, COVID-related emergency leave, and a generous vacation policy.

To Apply:

Please submit the following to hire@justiceinaging.org, with your name and position(s) that you are seeking in the email subject line. Applications received by January 11, 2023, will receive first consideration.

(1) Cover letter that describes your interest in this particular position. **In your cover letter, you must answer the following question:**

*To promote social justice and best achieve our mission, Justice in Aging is committed to maintaining a diverse staff and creating an inclusive and respectful workplace in which differences are acknowledged and valued . **How do you think your personal or professional experience or background has prepared you to contribute to a work environment with a strong commitment to diversity, equity and inclusion?** Feel free to think broadly about your response to this question, applying various aspects of your life and personal experiences to your response.*

(2) Resume

(3) One writing sample; and

(4) Three professional references.

Justice in Aging is an Equal Opportunity Employer. We are committed to maintaining a diverse staff and we particularly encourage applications from people of color, women, people with disabilities, the LGBTQ+ community, and others whose background may contribute to more effective representation of low-income people and underserved communities.

If you need an accommodation for the application process or any aspect of this position, please contact Jennifer Goldberg at jgoldberg@justiceinaging.org. The application and all other questions should be directed to hire@justiceinaging.org.