

Online Innovation Coordinator The Alaska Center

Job Title: Online Innovation Coordinator

Reports to: Communications and Creative Manager

Salary: Commensurate with experience

Location: Anchorage, Alaska

Organization Overview:

The Alaska Center envisions a thriving and sustainable Alaska for generations to come. We engage, empower, and elect Alaskans to stand up for clean air and water, healthy communities, and a strong democracy. We believe that when Alaskans are involved in the decisions about how our resources are managed, we create a more just, equitable and sustainable future. Our issue priorities are protecting salmon habitat, advancing clean energy solutions, and amplifying Alaskan's voices in the public process. Together with our sister organization, The Alaska Center Education Fund, we achieve our mission through youth education and leadership development, community organizing and mobilizing, and electing leaders who champion our values.

Position Overview:

This position will be a key member of the Communications team for The Alaska Center and The Alaska Center Education Fund, collaborating with program and fundraising staff to mobilize and grow our statewide base of advocates and supporters. The Online Innovation Coordinator will implement digital campaigns that will educate, engage, and elect pro-conservation voices to move the needle on priority campaigns in Alaska.

Through both issue and electoral advocacy, the Online Innovation Manager will engage supporters through email, social media, mobile, website(s) and other online mediums. This position will work collaboratively with organizers and program staff to implement best practice communications strategies to engage Alaskans on key issues and build support for our programs. This is an excellent opportunity for an enthusiastic individual to be a part of a team that runs innovative online campaigns to promote environmental policies and candidates - in a fun and supportive environment!

Online Engagement

Provide digital and social support for priority advocacy campaigns, youth programs, and events to ensure broadest audience reach and engagement.

- Write compelling email, website, online petition, online ad, and other web-based copy that will drive Alaskans to take action on priority issues and donate to support our work
- Create and curate sharable content including videos, memes and infographics for social media channels, websites, and press outreach materials
- Coordinate email schedule and digital member outreach to maximize engagement, promote organizational priorities, and prevent attrition
- Develop and manage plan to engage and grow list of mobile phone action-takers on the Mobile Commons platform
- Regularly coordinate with organizers, campaign leads, and development staff to support goals and meet online campaign needs
- Contribute to partner campaigns by supporting and implementing digital strategy

- Create and coordinate online and offline actions with organizers to engage volunteers
- Work closely with organizers to create engaging content for AK Center specific campaigns with an eye to brand awareness
- Direct social media presence to maximize engagement and drive acquisition on the following platforms: Facebook, Instagram, and Twitter; this includes social media and online outreach for the Alaska Youth for Environmental Action and Trailside Discovery programs
- Setup emails, donation forms, advocacy alerts, surveys, and other communications under the direction of the Communications and Creative Manager
- Monitor and coordinate response to feedback from members about our campaigns and messaging and provide regular updates to the rest of the department and the organization.

Innovation and Development

Research and promote online best practices, features, and platforms to expand The Alaska Center's reach and help put the organization at the forefront of social advocacy engagement.

- Grow email list through cross promotions with allied organizations, paid services, and other acquisition strategies
- Work with staff and volunteers on email and social media best practices and support implementation to distribute email drafting, social media posting, and other tasks
- Build in engaging visual and written content for akcenter.org and akcenteref.org and coordinate timely edits to both sites
- Work with Communications and Creative Manager to develop and implement digital strategies to maximize growth of The Alaska Center & The Alaska Center Education Fund brand(s)
- Implement new tactics and tools that put us on the cutting edge of communicating effectively to diverse audiences in order to foster social change
- Regularly analyze successes, failures, and gaps within our communications work to improve our programs based on data, feedback, results
- Reinforce a culture of non-partisan advocacy in all communications
- Implement new and innovative opportunities for audience expansion
- Track online metrics for email and social engagement and report back on progress to goals

Fundraising

Utilize social tools and new media opportunities to support the communications plans for major and micro fundraising programs and events throughout the year.

- Implement social and online strategy for major and micro fundraising campaigns
- Create engaging content to support key fundraising campaigns & events
- Integrate advocacy communications with fundraising opportunities
- Keep website(s) up to date with current fundraising information and forms
- Set personal fundraising goal in annual workplan

Organizational Support (5%) Assist with the development and implementation of a strategic multi layered communications plan with an eye to major goals and flexible advocacy priorities.

- Work with Communications and Creative xxx to develop communications budget to optimize engagement with Alaskans statewide and manage costs on a regular basis

- Support internal communications as needed
- Manage The Alaska Center's photo and video database

Education & Experience

Minimum of 1.5 years of experience in one of the following fields: social media management, online organizing, communications, email advocacy, new media, or other related field. Field or campaigns experience a plus.

Skills

- Strong writing and editing skills
- Detail oriented and able to take ownership of routine tasks
- Experience coordinating social media for an organization or campaign
- Quick to adapt to new technology; interest in learning or enhancing design skills for digital mediums
- Commitment to metrics and tracking progress
- Work well in a fast-paced environment and able to multi-task without sacrificing quality of work
- Innovation-focused, ability to take risks, constant curiosity and desire to learn
- Demonstrated ability to manage multiple projects, respond quickly to emerging opportunities, and be flexible to adapt to changing circumstances of dynamic organizations
- Ability to translate sometimes complex issues into stories and messages that engage the public.

Preferred but not required:

- Familiarity with CRM, CMS (Wordpress), and online advocacy tools (such as EveryAction/NGP, Voter Activation Network (VAN), Mobile Commons)
- Detailed understanding of Facebook ad management and advertising options
- Graphic design and Photoshop/Adobe skills
- Experience using social media for advocacy purposes.
- Understanding of Alaska's political climate and conservation issues

Conditions

This is a full-time position that must be based in Alaska. Salary is dependent on experience with a generous and competitive benefit package. This position will travel within Alaska as necessary to achieve organizational and individual work plan goals with minimal out-of-state travel for trainings and conferences. All Alaska Center staff have access to professional development opportunities.

The Alaska Center provides a supportive work environment with excellent benefits and incentives. The Alaska Center is an equal opportunity employer. Employment and promotional opportunities are based upon individual capabilities and qualifications without regard to race, color, religion, gender, gender identity or expression, pregnancy, sexual orientation, age, national origin, marital status, citizenship, disability, veteran status, or any other protected characteristic as established under law.

To apply, email your resume and cover letter to jobs@akcenter.org with "Online Innovation Coordinator" in the subject line. Position open until filled. First review of applications will be July 10, 2017. No phone calls please.