

# INNOVATION OHIO

## Digital Organizing Director

**Reporting Structure:** This position reports to the Chief of Staff

**Primary Areas of Responsibility:**

- Development and implementation of a state volunteer recruitment plan in coordination with paid organizers on the ground in Ohio (30%),
- Management and oversight over a team of communications organizers operating throughout Ohio (30%)
- Set overall goals and metrics of success for identification, recruitment and engagement of recruited volunteers with state organizers (20%)
- Work and liaise with National Megaphone team members including Training Director, National Organizing Director, Program Director and Executive Team to design training materials for organizers and volunteers (20%)

**Job Classification:** Full Time, Exempt

This is not an entry level position.

**Position Summary:**

The digital organizing director will manage a team of communications organizers operating throughout Ohio and work with Innovation Ohio's leadership to manage and oversee the identification, recruitment and engagement of volunteers interested in personal storytelling and political engagement on social media channels.

They are responsible for assisting organizers in executing recruitment and engagement plans, taking their own knowledge of field organizing and relational management and putting it to use in a new and first-of-its-kind program to ensure that trusted local community validators are sharing progressive messages across social media channels.

Through the creation of these volunteer teams, the state organizing director will help create a compelling progressive narrative as well as combat misinformation and disinformation being spread on social media channels. The state organizing director should be well versed in field organizing strategies, recruitment, relational organizing, field organizing metrics and strategies to keep volunteers engaged and moving up a ladder of engagement.

### **Detailed Responsibilities:**

Development and implementation of a state volunteer recruitment plan in Ohio and in consultation and coordination with paid organizers

- Create quarterly goals for recruitment by each organizer and assist organizers in building week-by-week plans that identify the tactics to be used for identification, recruitment and engagement
- Work directly with organizers to teach them how to apply field and relational organizing tactics to compel volunteers to share content and their own stories across social media platforms
- Work with state and national staff including the national data manager to analyze metrics around volunteer participation in the program and work with organizers to come up with tactics and programming that maximizes that participation
- Collaborate with other team members to develop strategies and materials that serve volunteer needs Management and oversight over a team of communications organizers operating throughout Ohio
- Work directly with organizers on creating their specific in-state organizing and recruitment plans.
- Support Innovation Ohio communications staff prioritize messages being put in front of volunteers to ensure that organizers and volunteers are able to rapidly respond to breaking news or other opportunities
- Develop regularized programming and assist organizers in the creation of communications strategies that fosters community between volunteers
- Ensure that training materials include both theoretical and practical guidance for organizers who are taking communications and putting them directly into the hands of Volunteers
- Assuring that organizers understand how long it takes to meet goals and have a numerically driven approach to the universe sizes they need to effectively recruit and target, as well as realistic expectations for how many communications/completes it takes to reach goals.

### **Required experience, skills, and competencies:**

- 3-5 electoral cycles of field and organizing experience on political or advocacy campaigns in Ohio
- Broad understanding of field and relational strategies and tactics, able to look at those

strategies and tactics through a new lens and adapt them for the communications space

- Demonstrated success in other organizing efforts in Ohio
- Skilled communicator who can translate organizing concepts and help mentor
- Strong background in digital and online content creation
- Experience with social listening tools such as meltwater and Infegy are a plus but not required

To Apply: Interested candidates, please apply with the following information to Kayla Lewis, Chief of Staff at [lewis@innovationohio.org](mailto:lewis@innovationohio.org) with the subject line "Innovation Ohio Organizing Director":

- A letter describing your interest,
- A detailed resume in a Word document format

The position is Ohio-based but primarily remote, with minimal travel expected but contingent upon public health conditions. Staff meetings in Columbus may be required on occasion.

\*Proof of COVID-19 vaccination (including eligible boosters) is required unless a medical or religious accommodation is granted.

#### **SALARY AND BENEFITS DESCRIPTION**

\$60,000 - \$70,000

The position expires January 1, 2025, but has the potential to be extended