



American Promise (<http://www.americanpromise.net/>) is leading the national cross-partisan campaign to win the 28th Amendment to the U.S. Constitution so that people not money govern America. We are hiring a Communications & Citizen Empowerment Director to work with our team in Cambridge, Massachusetts and our citizen leaders around the nation.

Responsibilities of the Communications & Citizen Empowerment Director

The Communications & Citizen Empowerment Director will help develop and execute American Promise's distributed organizing and communication strategy to inspire and empower Americans to take action in local communities to advance American Promise's strategy to win the 28th Amendment. The Director will inspire and lead our Citizen Empowerment Coordinators/Organizers and will be responsible for leading American Promise's digital acquisition and membership growth, email calendar, social media, national conference calls, grassroots fundraising, as well as timely metric tracking and reporting. Examples of some the work include:

- **Email Program** – Manage, grow, and activate American Promise's email list to transform supporters into members and Citizen Leaders who are taking action in their community.
 - **Manage and execute an aggressive email acquisition campaign that effectively uses organic and paid tactics to build American Promise's members and social media networks.**
 - **Manage and execute** an email calendar of 20 or more emails per month including a mix of programmatic and fundraising emails. This includes writing, approving, uploading, tracking, reporting, and innovating based on results.
- **Digital Program** – Manage, grow, and activate American Promise's social media networks to transform supporters into members and Citizen Leaders who are taking action in their community.
 - Manage and execute paid advertising campaigns to grow our membership and raise money. This includes writing, approving, uploading, tracking, reporting, and innovating based on results.
 - Guide the Digital Organizers who are responsible for daily posts and engagement on social media – specifically Facebook and Twitter.
 - Use digital tools to tell the American Promise story, empower our members to tell their own stories, and inspire people to use online tools to organize offline actions in their communities.
- **Distributed Organizing** – Manage, grow, and activate American Promise's Core Member teams.



- Participate in and lead bi-weekly organizing conference calls with members around the country.
- Train and oversee digital organizers to inspire, train, manage, and support volunteers to use social media groups and other tools to organize online and offline in their communities.
- **Additional Tasks**
 - Support the overall work of our Communications team;
 - Support the overall work of our citizen engagement team and local/ state initiatives;
 - Organize and expand American Promise's proprietary, membership social network - AP Connect;
 - Assist with other tasks as required.

Qualifications

A successful candidate will have the following qualifications:

- 3-5 years of communications, digital and grassroots fundraising experience;
- Enthusiasm for American Promise and our goals;
- A bachelor's degree or equivalent and strong academic performance;
- Excellent writing and communication skills;
- Campaign and organizing experience;
- Social media skills;
- Basic video editing;
- Highly organized and able to implement systems and best practices;
- Experience in Blue State Digital and Nation Builder CRMs
- General knowledge of Web CMS;
- Ability to thrive in a start-up environment and work independently;
- Ability to handle confidential information with discretion and professionalism; and
- Skills with relevant software and apps.

To apply, send an email with a cover letter and resume to Jeff Clements (jeffc@americanpromise.net) with a cc to Susan Muller (susanm@americanpromise.net) and Ed Erikson (edward.erikson@gmail.com).

American Promise celebrates the diversity of our nation and seeks to build a team that reflects that diversity. We welcome and encourage all qualified applicants who share that vision.