



Assistant Vice President of Digital Strategy & Content

The National Immigration Forum (the Forum) advocates for the value of immigrants and immigration to the nation.

Founded in 1982, the Forum plays a leading role in the national debate about immigration, knitting together innovative alliances across diverse faith, law enforcement, veterans and business constituencies in communities across the country. Coming together under the Forum's leadership, these alliances develop and execute legislative and administrative policy positions and advocacy strategies.

Leveraging our policy, advocacy and communications expertise, the Forum works for comprehensive immigration sound border security policies, balanced enforcement of immigration laws and ensuring that new Americans have the opportunities, skills, and status to reach their full potential.

Visit our website at <http://www.immigrationforum.org> for detailed information about the Forum.

Reports to: **Vice President of Communications**

The Forum seeks an Assistant Vice President of Digital Strategy & Content to join an innovative and skilled team. The Assistant Vice President will develop and manage digital and content creation strategies to grow, engage and mobilize conservative and moderate press, policymakers and other constituencies. The Assistant Vice President also will support the Vice President of Communications, serving as a thought partner and making decisions in the absence of the Vice President.

The ideal candidate is an innovative and talented storyteller who has a passion for the Forum's work and an expertise in digital strategy and content creation.

Job Duties and Responsibilities:

Overall

- Develop digital and content strategies that grow, engage and mobilize our audiences.

- Serve as a thought-partner to the Vice President of Communications in developing strategies that advance the Forum's mission and vision, and make decisions in the Vice President's absence.

Digital Strategy

- Develop and manage all organic and paid social media campaigns and initiatives.
- Manage and implement Search Engine Optimization (SEO) and paid search strategy to gain exposure, drive traffic, and improve content.
- Analyze metrics from content campaigns and social media advertising activations, ensuring that ongoing and future efforts are optimized and contribute to overall strategies.
- Establish ambitious but achievable metrics tied to online communications goals, track and report results for communications outputs, provide analysis and insights on those results and relate to organizational goals, and develop best practices.
- Manage interaction with digital and design consultants, which includes assigning and supervising miscellaneous design and technical work to contractors.
- Collaborate with external vendors including web design, CRM, advertising development, and maintenance.
- Research and evaluate new digital platforms and opportunities to ensure a growing and up to date digital strategy for the organization.

Content Creation

- Collaborate with staff across the organization to develop diverse, engaging and informative content assets that effectively distill complex ideas and translates material across multiple distribution channels (podcast, social media, website, microsites, videos).
- Manage the content creation process from idea to execution of the final product.
- Serve as the primary video producer and editor, managing all video projects from concept through to filming, editing, and launch; manage vendors associated with video projects.
- Design and format reports, documents and print materials for individual departments and events.

Required Experience and Qualifications: Candidates are to have a Bachelors' degree and a minimum of 8 years of relevant experience. This position also requires:

- A skilled storyteller who is comfortable using video, graphics and text to convey and test messages across a variety of media, from press, to website, to social media.
- In-depth knowledge and experience with content platforms, including video, web and social media platforms.
- Demonstrated experience designing engaging and informative content, supervising the process from conception through execution
- Excellent written and verbal communication skills; proficient editor and proofreader.

- Strong understanding of social media platforms, including content requirements, measurement systems, analytics, and advertising.
- Experience with principles of SEO and best practices for web writing and presence.
- Proficiency in Adobe design suite (InDesign, Photoshop).
- Self-motivated, strong project management or organizational skills, including ability to multi-task and operate under tight deadlines.
- Expertise with standard content management systems (e.g. - WordPress)
- Proficiency in Salesforce or similar CRM
- Familiarity with HTML and CSS
- Ability to work collaboratively and provide clear direction and feedback to managers, associates, and coordinators.
- Have a thorough understanding of and commitment to the mission and goals of the National Immigration Forum.

Salary: Negotiable – commensurate with experience. The National Immigration Forum offers a very competitive salary and benefits package.

The National Immigration Forum is an equal opportunity employer and women, people of color and ethnic minorities are strongly encouraged to apply.

Candidates are encouraged to apply on or before February 21, 2020; however, the position will remain open until filled.

To apply, send cover letter, resume and salary requirement to resume@immigrationforum.org and include “Assistant Vice President of Digital Strategy & Content” in the subject line. Applications submitted without the required information will not be considered.