



Title: Digital Advocacy and Mobilization Manager (Remote)

Reports to: Director, Marketing and Communications

Employment Type: Full-time, Salaried (exempt from overtime)

Salary Range: \$70,000-\$75,000

Anticipated Start Date: June 2022

Imagine using your digital marketing expertise, your content creation skills, and your voice to create a more equitable and sustainable world. At Population Media Center (PMC), we know stories change the world, and we are looking for another results-driven storyteller to join our Marketing and Communications team. The Digital Advocacy and Mobilization Manager will be responsible for digital acquisition strategies, digital content creation, and be an authority on our issues and the competitive landscape. The successful candidate will be passionate about our mission's focus (rights of women and girls, population growth, and environmental sustainability) and our approach to transformative storytelling. This individual must be able to analyze data, think creatively about how to tell powerful stories, and be comfortable with public speaking.

Who You Are:

- You are equal parts creative storyteller and data-driven scientist.
- You thrive when you are distilling information into a great story – whether that be in writing, visuals, videos, or other formats.
- You love digital acquisition, strategically leveraging multiple channels to build engaged communities.
- You are an adept and avid learner, polished writer, and proven self-starter.
- You are innately curious and always communicating to ensure team success.
- You are highly organized, and accustomed to multiple stakeholders and deadlines.

Key Responsibilities (include but are not limited to)

- Create a large portfolio of powerful written communications (blogs, op-eds, press releases, case studies, white papers, etc.) to release via PMC channels, partners, and earned media.
- Keep PMC's finger on the pulse of current events, opportunities, detractors, and competitors in the issues inherent to PMC's mission* (*see areas requiring special attention, extensive writing, below*).
- Answer public inquiries about PMC and participate in pertinent conferences and speaking engagements.

- Manage the development and implementation of digital grassroots advocacy strategies, including strategic issue-based campaigns designed to attract key target audiences.
- Manage PMC social channels, engaging strategically in issues-focused conversations.
- Edit PMC websites, build landing pages, and design digital ads.
- Manage digital advertising, including Google Adwords grant and paid ads.
- Monitor SEO trends and opportunities, reviewing PMC content for SEO opportunities.
- Manage event marketing and post-event lead nurture in collaboration with Marketing and Development teams.
- Build out campaigns, social, ads, landing pages in Hubspot, tagging and organizing appropriately for efficiency and ongoing analysis.
- Maintain relationships, collaborating across PMC, with external experts and partners, media outlets, and consultants.
- Analyze impact of your work across digital channels, leveraging data from Google Analytics, Hubspot, Salesforce, Paid Search, and Social.
- Experience creating diverse content-types a big plus, including videos, data visualizations, graphic design, photo manipulation, and/or illustration.

Inherent to PMC's Mission, you must be passionate to learn and advocate about:

- Rights of women and girls, with a focus on social and cultural barriers/contributors to:
 - Sexual and reproductive health and rights (SRHR)
 - Gender equality, social status, and self-determination
 - Population-related gender-disparities such as child marriage, gender-based violence, and access to primary education
- Population, with a focus on trends in international total fertility rates and population dynamics, including analysis of long-range population projections and the differing assumptions competing models use
- Global ecological sustainability, with a focus on viable pathways to achieve global sustainability, biophysical limits to growth, and appreciation of the natural world
- Social and behavioral change communications (SBCC) and social impact entertainment (SIE) within entertainment-education, international development, and entertainment industries

Skills and Experience:

Required:

- 2+ years of digital experience in acquisition, issue-based campaigns, growth marketing, issue advocacy, grassroots mobilization, or public relations
- 2+ years of content creation, with expertise in short- and long-form writing for different channels, types of publications, and audiences
- Ability to read, analyze, and interpret data from various sources and technical journals and offer creative marketing ideas
- Ability to speak publicly and respond to (inquiries, accolades, or complaints) donors, partners, media, and the general public

- Experience managing social media channels
- Experience managing paid ads
- Knowledge of SEO and ability to write for search optimization
- Proficient in Microsoft Word, Excel, PowerPoint
- Proficient in Adobe Photoshop and InDesign (Adobe Premiere and Illustrator, a plus)
- Attention to detail
- Excellent written and oral communication skills

Strongly Preferred:

- Familiarity with one or more of PMC’s focus areas (rights of women and girls, population, environmental sustainability, entertainment-education)
- Graphic design, data visualization, and/or video production
- Campaign experience
- Knowledge of inbound marketing philosophy and Hubspot
- Knowledge of CMS, preferably Wordpress
- Knowledge of Salesforce
- Spanish or French proficiency

Qualifications: Minimum Education

- BA/BS in communications, marketing, public relations, social sciences, public health, environmental science, demography, or related field. Background in organizing for social change and/or advocacy helpful.

Location:

- PMC HQ is based in South Burlington, Vermont, but this position is suitable for telecommuting from a home office.
- Work hours will depend on the need to participate in PMC meetings and activities across different time zones.

Who We Are:

Founded in 1998, Population Media Center (PMC) is the global sustainability non-profit and production partner that creates popular entertainment for universal social and environmental good. PMC’s award-winning TV and radio series, broadcast in the US and 50+ countries, have proven positively life-changing for more than 500 million people and counting. By empowering audiences, and especially women and girls, through transformative storytelling that addresses fundamental threats to global sustainability where it matters most—in human hearts and minds—we inspire entire communities to choose a healthier, more equitable, and flourishing world for all.

Why Work for Us:

Our tight-knit team is empowered with autonomy and creativity in their day-to-day work and energized by our mission to solve the world’s toughest environmental, economic, and social justice challenges. You will be a crucial member of the Marketing & Communications team,

working closely with the Director of Marketing & Communications, the Brand Manager, and the Fundraising & Marketing Database Administrator. This role also coordinates very closely with numerous other PMC departments, particularly our Development Team.

PMC offers its employees a competitive salary and excellent benefits including paid time off, health and dental insurance, employee assistance program and a generous employer 401(K) contribution.

How to Apply:

Submit cover letter and resume to jobs@populationmedia.org. Review of applications and interviewing to begin immediately and continue until the position has been filled.

Keywords (when applicable for job posting platforms): digital marketing, digital acquisition, writing, communications, content creation, acquisition marketing, social media, digital advertising, public speaking, public relations, advocacy, campaigns, marketing