

Date Posted: 06/21/12

**University of Houston
Graduate College of Social Work
JOB OPPORTUNITY POSTING**

- Job Title:** Manager, Digital Strategy & Social media
- Employer/Agency:** Planned Parenthood Federation of America (DC)
- Job Description:** The Manager, Digital Strategy & Social Media thinks strategically and tactically about how Planned Parenthood can use digital and social media to promote its policy, advocacy, and fundraising goals. He or she is responsible for the management, design and implementation of campaigns and digital materials for Planned Parenthood's websites and social-media properties.
- The Manager will work with colleagues throughout the national organization, affiliates across the country, as well as with outside vendors to create innovative campaigns to support Planned Parenthood initiatives and engage supporters.
- In addition, the Manager will be part of the creative team that develops innovative outreach techniques to reach our target audiences, generate media coverage and gets our message delivered and communicated.
- The Manager is critical in ensuring that Planned Parenthood's online political, advocacy, and fundraising content is relevant and effective.
- Qualifications:** Advanced knowledge of social media, email marketing and production of digital materials (written, graphical and video). Broad experience in managing social media such as Facebook, Twitter, Tumblr and YouTube. Advanced knowledge of online publishing and the use of digital technologies for communication, education and advocacy including the design, producing and publishing of web content through CMS and a variety of web marketing channels. Proficiency with web-based content management systems, website and blog

maintenance is strongly preferred. Knowledge of organizing, political, and advocacy campaigns. Experience in organizing and managing mobile campaigns. Ability to handle multiple “priority” projects simultaneously and meet established deadlines. Ability to gain buy-in from multiple parties in a collaborative environment. Proven track record of working online to organize diverse supporters and constituencies, including African-American, Latino and LGBT individuals is a plus. Proven project management skills. Strong leadership capacity. Experience developing and implementing online content and strategy for political or legislative campaigns; non-profit advocacy organizations or national organizing campaigns. Experience developing digital campaign plans (long-term and short-term). Five to eight years of substantial digital & social media experience with political, advocacy and/or non-profit organizations. At least five years of online digital materials development, production and execution. At least one year of mobile campaign experience. Proven track record of meeting deadlines and deliverables with quick turnarounds. Bachelor’s degree preferred. Thrives in a campaign style environment with “rapid fire” deadlines and responses. Unflappable and highly adaptable.

Planned Parenthood Federation of America is an equal employment opportunity employer and is committed to maintaining a non-discriminatory work environment. Planned Parenthood of America does not discriminate against any employee or applicant for employment on the basis of race, color, religion, sex, national origin, age, disability, veteran status, marital status, sexual orientation, or any other characteristic protected by applicable law. Planned Parenthood Federation of America is committed to creating a dynamic work environment that values diversity and inclusion, respect and integrity, customer focus, and innovation.

Salary/Hours:	DOE
Employer/Agency:	Planned Parenthood Federation of America National Office
Address:	1108 16 th St., NW

City, State, Zip: Washington, DC 20036

Contact Person: Kathleen Sherwin
Contact Title: Advisor

Telephone Number: 212.261.4536

Fax Number:

Email Address: Kathleen.sherwin@ppfa.org

Application Method: Apply online at
<https://plannedparenthoodext.hire.com/viewjob.html?erjob=73582>
Application Deadline: July 4, 2012

Opening Date: Immediate

***If your response to this job posting results in successful employment, please email the GCSW Office of Alumni and Career Services at mswjobs@sw.uh.edu with the hiring details of your new job opportunity.
Thank you***