



Job Description: Digital Organizing Strategist

Location: Atlanta, Georgia

Reports to: Communications Manager

Positions Reporting to this Position: None

About Barred Business:

Barred Business' mission is to heal, resource, and build power for and with justice-impacted people, their families, and communities. We do this by engaging in organizing, policy advocacy, and civic engagement.

Job Description:

Barred Business is seeking a creative and energetic Digital Organizer to enhance its field operations, focusing on online organizing and communications. The role centers on building, engaging, and expanding an online community through social media, email, mobile, online advocacy, and fundraising. The Digital Organizer will use digital tools to support our initiatives and grow a statewide volunteer and supporter base for our social justice campaigns. The ideal candidate should be self-motivated, passionate about social justice issues, and ready to combat the unjust criminal legal system, working closely with the Communications Manager.

Responsibilities:

- Assist the Communication Manager
- Contribute to the organizational narrative strategy
- Collaborate with internal teams to gather information for events, fulfill graphic and content requests, attend meetings, and ensure all communication-related needs are met.
- Create video and photographic content for social media.
- Schedule and manage daily posts across all social platforms (Facebook, Instagram, X, LinkedIn, TikTok, YouTube).
- Assist in implementing social media strategies across platforms to boost engagement.
- Monitor industry trends and suggest innovative, engaging content for non-profits.
- Schedule newsletters and email campaigns and assist with digital organizing tasks.
- Organize online supporters to take offline actions in support of campaigns and integrate volunteers into the organization.
- Utilize social media and texting programs to maximize digital list building and engagement.



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- Set up newsletters, surveys, and other communications under the direction of the Communications Manager.
 - Create and run A/B tests for emails, ads, and text messages; analyze performance and adjust content and strategies as needed, including in response to breaking news.
 - Engage supporters to take action, donate, and stay connected through email, social media, digital ads, mobile platforms, websites, and other online mediums.
 - Attend events to capture images and videos for social media, newsletters, and archival purposes.
 - Support the Organizing team and volunteers in executing campaigns and initiatives.
 - Gather and report performance data from social media, website analytics, and campaigns for internal and funder reporting.
 - Provide support to other departments as needed, ensuring smooth collaboration across teams.

Additional duties as required.

Qualifications:

- 2-5 years experience in one of the following fields: social media management, online organizing, graphic design, online marketing, communications, email advocacy, or new media.
- Familiarity with legislative processes in Georgia and nationally.
- Proficiency in digital organizing, social media, email, and website tools (Canva, Loomly, Meta Ads, and Wix) and Google Workspace.
- Direct or indirect experience with the criminal justice system.
- Strong relational and advocacy skills.
- Excellent written and verbal communication abilities.
- Commitment to equity and justice.
- Strong critical and strategic thinking skills.
- Ability to work independently and in a team.
- Proven record of effective working relationships with diverse groups.

Additional Requirements:

- Superior organizational skills
- Ability to be flexible and open
- Ability and willingness to work evenings and weekends when required.

Salary and Benefits:



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- Competitive salary based on experience.
 - Comprehensive health, dental, and vision coverage.
 - Generous paid time off and flexible work arrangements.
 - Opportunities for professional development and training.
 - A supportive and collaborative work environment.

How to Apply:

Submit your **resume and cover letter** to hr@barredbusiness.org with the subject line "**Digital Organizing Strategist Application - [Your Name].**"

We strongly encourage **justice-impacted individuals** and candidates from **diverse backgrounds** to apply.

Barred Business is an **equal-opportunity employer** committed to **diversity, equity, and inclusion**. We welcome applications from **justice-impacted individuals, LGBTQIA+ people, people of color, and other marginalized communities**.

Learn more about our work at <https://www.barredbusiness.org>.
