



## Digital Campaign Associate

[CeaseFirePA](#) is the Commonwealth's organization working to end a gun violence epidemic that destroys the lives of thousands of Pennsylvanians every year. We are hiring a Digital Campaign Associate to help develop and execute effective digital strategies to grow engagement, expand our reach, and motivate Pennsylvanians to advocate for stronger gun safety policies.

To succeed, you will need to tell simple, powerful stories that connect acts of gun violence with policy solutions and that shift the narrative on this crisis to reveal how actions by citizens can end the devastation of gun violence. You'll use your digital skills to build on our existing committed community of volunteers who are ready to engage in the real world, advocate to lawmakers for action, and hold them accountable for inaction. You'll be a critical part of our work to build power for the gun violence prevention movement and move Pennsylvania toward our vision: a life free from gun violence that allows people from every community across the Commonwealth to thrive – where communities *feel* safe, because they *are* safe.

### **RESPONSIBILITIES:**

- **Craft powerful narratives** in written and visual mediums that quickly sum up information in a way that motivates advocacy and action;
- **Help plan and implement strategic digital campaigns that drive our existing community to engage and grow our online reach** using proven and experimental tactics to increase traffic and grow small dollar online fundraising;
- **Analyze data to maximize digital impact.** Manage and scrutinize CeaseFirePA's contacts in our CRM (EveryAction) to improve engagement and assist in recruiting new supporters. Design systems for organizing and development staff to expand reach in online databases and coordinate offline volunteer activities. Complete rigorous analysis of data to report on campaign impacts and opportunities for improvement;
- **Collaborate with a team** of organizers, advocates and fundraisers to amplify their work and help identify messages that will drive public action across the Commonwealth and hold elected officials accountable;
- **Adapt quickly** by managing multiple projects and rapidly synthesizing information to launch digital communications at a moment's notice, whether in response to a shooting or relevant legislation moving rapidly in Harrisburg.

### **QUALIFICATIONS:**

- 1+ year experience in issue advocacy and/or political campaigns helping to plan, implement, and evaluate digital efforts;
- Superb writing and editing skills and the ability to quickly alter messages based on the medium such as email, text, social media, or offline organizing;
- Ability to produce compelling visual content, including graphics, edited video, and multimedia;

- Highly organized individual with strong attention to detail, able to drive multiple projects simultaneously while maintaining quality and consistently delivering within deadline;
- Preferred: familiarity with EveryAction, Canva, and WordPress, and other digital tools

**LOCATION:** Pittsburgh or Philadelphia areas.

**SALARY & BENEFITS:** Salary is \$42,000 - \$45,000 per year depending on experience. As a full-time position, the Digital Campaign Associate is eligible for our excellent benefits package, including fully-covered health care for them and one dependent, paid time off, retirement planning with matching support, and a training stipend.

**HOW TO APPLY:** Submit [this form](#) and be sure to attach your resume and a cover letter.

*We strongly encourage all interested individuals to apply, and allow us to evaluate the knowledge, skills, and abilities that you demonstrate using an intentional equity lens. Research suggests that women; Indigenous, Black, Asian, Pacific Islanders, or other persons of color; and individuals with differing abilities are less likely than men and white job-seekers to apply for positions unless they are confident they meet 100% of the listed qualifications. If you're interested, we want to hear from you.*

*CeaseFirePA provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state or local laws.*

*We value a diverse workforce. CeaseFirePA encourages women, people of color, persons with disabilities, people with records of arrest or conviction, veterans, and lesbian, gay, bisexual, and transgender individuals to apply.*

