Digital Engagement Strategist

American Constitution Society, Washington, DC

- Open for applications through November 30, 2020
- Compensation: $60,000/yr to $75,000/yr, depending on qualifications and experience, plus a comprehensive benefits package
- Position reports to: Senior Counsel for Communications

ACS seeks an energetic, detail-oriented, and adaptable Digital Engagement Strategist to help design and implement the organization’s full array of digital programs, including website, social media, and email programs (non-fundraising), as well as associated collateral for each.

DUTIES
The Digital Engagement Strategist portfolio includes:

- Working with Department senior staff and consultants to establish and monitor progress toward digital program goals, and keeping day-to-day tasks on track to reach goals;
- Executing writing for website, social media, and non-fundraising email programs and associated needs, including working with the Digital Engagement Associate to generate copy for simpler applications and working with Department leadership and consultants to finalize certain copy;
- Serving as the primary (though not exclusive) digital liaison with other stakeholders and departments throughout ACS, as well as with vendors and consultants;
- Ensuring work quality and data hygiene adheres to established processes and best practices;
- Ensuring timely delivery of assets;
- Planning out content needs and user journeys for different platforms;
- Analyzing reports to adjust strategy and tactics for various platforms; and
- Supervising the work and assisting in the management of the Digital Engagement Associate.

DESIRED QUALIFICATIONS
The ideal candidate will possess many of the following qualifications and personal attributes:

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1 This work can be conducted remotely while the ACS office is closed due to the Covid-19 pandemic. When the office re-opens, the candidate would need to work from the Washington, DC office.
• Demonstrated ability to communicate with a variety of audiences, internally and externally;
• Excellent interpersonal skills and ability to interact with diverse array of individuals professionally and effectively;
• Excellent writing skills across a variety of contexts;
• Performs well in a team environment, but can also consistently accomplish tasks independently;
• Highly energetic, flexible, organized, and responsive;
• The ability to manage multiple projects at once and change direction as needed;
• Demonstrated commitment to ACS’ mission and to progressive causes generally;
• 4 years of experience are required in the content and data/reporting aspects of cause-based email and social media programs, including experience commissioning design and/or video work;
• Prior experience managing a direct report, executing hands-on design or video work, working in Salesforce or Pardot, working in WordPress, and managing vendors is preferable but not required; and
• Bachelor’s degree required.

Interested applicants should e-mail a resume and cover letter to jobs@acslaw.org. Please include Digital Engagement Strategist and Attention: Office Manager in the subject line of your email. No Calls or Walk-ins please. We will review all submissions and reach out to candidates who best match our needs.

ACS values a diverse workforce and an inclusive culture. ACS encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, and veteran status.