



DEMOCRACY
I N I T I A T I V E

EDUCATION FUND

Digital Campaign Fellow

About the Bayard Rustin Democracy Fellowship

The Bayard Rustin Democracy Fellowship is a senior-level fellowship program for experienced people of color, LGBTQ+ individuals, and anyone committed to issues impacting these communities. It is intended to create a pathway for individuals who want to advance beyond mid-level positions in movement organizations to shape strategy and grow the democracy movement in a way that is reflective of and responsive to the emerging majority.

The Fellowship is named for the great civil rights leader Bayard Rustin. As a gay, Black man, Rustin believed that those who suffer most from inequity and hate are the game-changers in the fight for democracy.

About the Democracy Initiative

The Democracy Initiative is a unique, broad and diverse coalition of 75 organizations committed to strengthening U.S. democracy by growing the grassroots activist base. Our model of change views democracy as a cross-cutting, foundational issue that strengthens popular movements and increases our chances to win economic, social and environmental justice for our communities. All our work is developed through a race/class equity lens.

Duties of the Fellow

The Digital Campaign Fellow will work with the Democracy Initiative's leadership, staff and partners to develop and execute digital campaigns and social media strategies supporting grassroots efforts to protect and expand U.S. democracy, with a particular focus on Vote By Mail and election protection. The fellow will work closely with DI's National Field Manager, social media manager and communications team and report directly to the Deputy Director.

Specific responsibilities of the Fellow include:

- Develop and implement digital strategies to advance voting rights and democracy reform that are responsive to on-the-ground needs of DI partner organizations.
- Create and implement plan for organizing, coordinating and maximizing the engagement of DI partners and allies in amplifying key democracy reform campaigns.
- Outreach and engagement with DI partners' digital/ social media staff to facilitate the engagement of their members online.

- Serve as a resource and in-house expert providing digital organizing expertise, training, and best practices to DI's network of local partners.
- Design and produce compelling digital content for use by DI partners and allied organizations.
- Assist with posting, monitoring, and engaging with online conversations across social networking platforms including Facebook, Instagram, YouTube and Twitter.
- Develop and gather metrics to track and evaluate the impact of the Democracy Initiative's digital organizing activities.
- Develop and maintain lists of DI partner, allied organization, and influencer social media contacts.

Requirements

The successful candidate will have the following core competencies:

- Digital organizing experience, strategy and implementation, ideally with democracy, community, labor, civil rights or environmental organizations. On-the-ground organizing experience is a plus.
- Social media content creation experience including video, graphics, sample posts, tool kits.
- Ability to build new and long-lasting relationships across race, gender and class lines.
- Ability to thrive in a fast-paced, team environment.
- Passion for using proactive democracy reform to disrupt systems of oppression.

The Democracy Initiative is an equal opportunity employer and does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, sexual orientation, gender identity, veteran status, height, weight, or marital status. Black, brown and LGBTQ+ individuals from marginalized communities are especially encouraged to apply for the Fellowship.

This is a one-year Fellowship that includes a stipend/salary of \$70,000, and benefits. The term of the Fellowship runs for 12 months, beginning July 2020.

To Apply

Please send a cover letter, resume and samples of your digital work to jobs@democracyinitiative.org Please note in the subject line the specific Fellowship for which you are applying.