



DIGITAL ORGANIZER

Remote position

The Alliance for Climate Education (ACE) exists to confront climate change as the most urgent crisis of our time, threatening the health of communities and ecosystems across the globe. ACE's mission is to educate young people on the science of climate change and empower them to take action. Since our founding in 2008, ACE has educated over 3 million youth, grown our action network to 300,000 members, tracked over 1 million climate actions, and registered and turned out tens of thousands of first-time climate voters.

JOB SUMMARY

Job Summary: The Digital Organizer is primarily responsible for managing climate- and democracy-focused digital engagement, paid media outreach, and campaigns for ACE's primary audience, young people. This position will also support outreach to educators to expand the reach of ACE's climate education program, Our Climate Our Future.

- Run sophisticated paid media campaigns across multiple channels, including Facebook and Instagram, for the purposes of online voter registration, list-building, user conversion, and advocacy.
- Manage, monitor and report on ACE's paid media platforms, including Ads Manager, Google Tag Manager, Google Ads (i.e. Adwords), among others.
- Develop and program digital engagement content for ACE's Youth Action Network via SMS, email and other digital action platforms such as NewMode, EveryAction, MobileCommons, and Outreach Circle.
- Analyze digital engagement metrics and use learnings to inform organizational communications and digital strategy.
- Write and program in-network email communications to Youth Action Network and ACE Teacher Network.
- Develop creative digital marketing concepts, content and campaigns alongside ACE's Director of Marketing and Technology and Digital Media Producer, including: IG and FB ad copywriting, and video ad scripts.
- Run A/B tests and use data to drive informed decisions around digital marketing campaigns.
- Work closely with Communications, Marketing and Digital Team to align digital campaigns and paid media with other communications.
- Improve ACE's overall SEO and SEM strategy
- Work closely with the Director of Marketing and Technology and Digital Media Producer to manage an annual digital marketing budget of \$700,000-\$1,000,000, and set goals for list-building, online voter registration, user conversion, and digital engagement.

QUALIFICATIONS

An ideal candidate will possess most of the following:



- Bachelor's degree or equivalent experience
- Minimum of 2+ years of work experience in digital marketing, including Ads Manager and Google Ads
- Experience with digital organizing tools like EveryAction, VAN, OutreachCircle, MobileCommons, NewMode, or others that are similar.
- Experience engaging young people and teachers via digital marketing and digital organizing
- Self-starter with strong organizational skills and creativity
- Existing expertise or willingness to master trends in science education, youth development, youth organizing and the climate movement.
- Experience with Google Tag Manager, SEO and SEM
- Understanding of and passion for working on climate justice
- Strong interpersonal skills and ability to cultivate and manage partnerships and internal and external relationships
- Excellent oral and written communication skills in English
- Strong computer skills (Google Apps, Microsoft Suite, Salesforce, Social Media)
- Comfortable working remotely and as part of a small team

POSITION DETAILS

- Schedule: Full-time position
- Salary Range: \$56,500 - \$79,100 Commensurate with experience
- ACE is an equal opportunity employer that highly values staff diversity
- Anticipated start date: Immediately
- Deadline: Open until filled
- Location: Remote (May require occasional travel)

APPLICATION GUIDELINES

Please apply by emailing your resume and cover letter, to careers@climateeducation.org, with the "Digital Organizer" in the subject line. All your information will be kept confidential according to EEOC guidelines.

ACE is an equal opportunity employer that highly values diversity, equity, and inclusion and views the climate crisis as a social justice crisis. People of color, indigenous people, people who experience gender oppression, people with disabilities, and people who identify as members of the LGBTQIA+ community are particularly encouraged to apply.

[JOB DESCRIPTION](#)