## Job Description

<table>
<thead>
<tr>
<th>Title: Digital Advocacy Director</th>
<th>Date: 6/30/2020</th>
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</thead>
<tbody>
<tr>
<td>Select One: New Position ☒</td>
<td>Revised Job Description (indicate previous position title): Digital Strategy &amp; Content Director; responsibilities/supervision changed</td>
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<tr>
<td>Position Classification (for internal purposes): Manager - Strategic</td>
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<tr>
<td>Status: ☒ Full-Time; ☐ Part-time; ☐ Temporary (length of assignment):</td>
<td># of hours/week: 40+</td>
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<td>FLSA Classification: ☒ Exempt</td>
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<tr>
<td>Office Location: Portland; D.C.; Denver; ☒ Remote; Los Angeles ☐ Other (Indicate):</td>
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<tr>
<td>Position Reports To: Natl Director of Digital Strategy</td>
<td>Department Digital Communications</td>
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### Organization:
Across the nation, Compassion & Choices (C&C) works to create a society that affirms life and accepts the inevitability of death, embraces expanded options for compassionate dying, and empowers everyone to choose end-of-life care that reflects their values, priorities and beliefs. To make this vision a reality, we improve care, expand options and empower everyone to chart their end-of-life journey.

### Position Summary:
This position is primarily responsible for digital advocacy content development, online fundraising; identification and recruitment of new online supporters; online advocacy and engagement of Compassion & Choices supporters; and digital advertising. A proven fundraiser, innovative campaigner, strong writer/communicator, organized manager, and a diplomat.

- Manage C&C’s advocacy content development online and the development and maintenance of the C&C’s digital presence, including advertising
- Provide strategic direction on online fundraising for campaign advocacy efforts, in collaboration with the development department, including the growth, cultivation and retention of C&C’s online supporter base.
- Grow C&C’s supporter base exponentially, through online visibility, advertising, and by making it fun and easy for existing supporters to reach out to their networks and move them to action.
- Develop new strategies and tactics for recruitment and engagement of online supporters to enlist supporters in advocacy work online and motivate them to make donations.
- Manage a Digital Team that develops and implements online initiatives to support federal and state advocacy and field activity using e-mail, website(s), social media and other methods to empower our donors and supporters to take action to influence elected officials, health systems, health associations, community members and others to make social change. Supports field efforts by driving activism and volunteerism to campaigns and action teams nationwide.
- Work in collaboration with marketing and communications to ensure digital advocacy strategies are consistent with our brand and messaging, that the content is well written and high quality.
- Work in conjunction with the legal advocacy and compliance teams to ensure that we are in compliance with election laws.
- Develop, implement, manage and analyze new digital advocacy strategies and use creative, cutting-edge practices to increase visibility and traffic.
- Develop testing programs to optimize digital advocacy campaigns.
- Expand the use of EveryAction to advance advocacy efforts including updating and improving lists, tracking metrics and adjusting tactics based on data.
- Document, track, and monitor systems problems and work with the information technology department and vendors to ensure timely resolution.
- Develop and prepare reports and dashboards to feature the advocacy team’s work.
- Develop contracts and manage the day-to-day work of outside vendor and consultants.
- Conduct competitive research/analysis to determine needs for new areas of expansion. Meet with strategic partners to further online goals.
- Monitor other advocacy organizations and competitors, and continually recommend and implement improvements to ensure best-of-breed in category.
- Code in HTML, PHP, Javascript and make basic changes in EveryAction and word press.
- Partner with internal and external team members to ensure consistency of content across online channels.
- Ensure digital communications products are always respectful, culturally competent, and inclusive.
- Timely and accurate completion of related reports (such as “P card” statement, performance reviews, time cards, etc.).
- Demonstrates commitment to and active support of C&C’s Diversity & Inclusion program.
- Support of all C&C efforts as requested; including, but not limited to, activities such as identifying prospects, briefing donors, alerting staff of fundraising opportunities, reaching out to donors, participating in phone-a-thons, etc.
- Other duties as assigned.

**Supervisory Responsibilities:** Directly supervises a team of digital professionals. Responsibilities include: interviewing, hiring, and training employees; planning, assigning and directing work; appraising performance; rewarding and disciplining employees; addressing complaints and resolving problems.

**Competencies:** To perform the job successfully, an individual should demonstrate the following competencies:

- **Strategic Thinking** - Develops strategies to achieve organizational goals. Understands organization’s strengths & weaknesses. Analyzes market and competition. Identifies external threats and opportunities. Adapts strategy to changing conditions.
- **Leadership** - Provides guidance and mentoring to others. Active listening skills. Strong emotional intelligence (EI); Remains open to others’ ideas and tries new things. Exhibits confidence in self and others. Inspires and motivates others to perform well. Effectively influences actions and opinions of others. Accepts feedback from others. Gives appropriate recognition to others. Results oriented.
- **Managing People** - Includes staff in planning, decision-making, facilitating and process improvement. Takes responsibility for subordinates’ activities. Makes self-available to staff. Provides regular coaching & performance feedback. Develops subordinates’ skills and encourages growth. Solicits and applies customer feedback (internal and external). Fosters quality focus in others. Improves processes, products and services. Continually works to improve supervisory skills.
- **Project Management** - Develops project plans. Coordinates projects. Communicates changes and progress. Completes projects on time and budget. Manages project team activities.
- **Cost Consciousness** - Works within approved budget. Develops and implements cost saving measures. Contributes to profits and revenue. Conserves organizational resources.
- **Interpersonal Skills** - Works as a team player with others (staff, volunteers, etc.); Provides information to staff/volunteers on volunteer activities; Ability to communicate effectively with diverse audience; Focuses on solving conflict, not blaming; Maintains confidentiality; Active listening skills; Keeps emotions under control; Remains open to others’ ideas and tries new things. Accepts feedback from others; Gives appropriate recognition to others. Maintains confidentiality.
- **Critical Thinking** - Ability to actively and skillfully analyze information and convert that analysis into effective and efficient solutions; Develops ideas to achieve organizational goals; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision making process.
- **Written Communication** - Writes clearly and informatively. Edits work for spelling and grammar. Varies writing style to meet needs. Presents numerical data effectively. Able to read and interpret written information.
- **Oral Communication** - Speaks clearly and persuasively in positive or negative situations. Listens and gets clarification. Responds well to questions. Demonstrates group presentation skills. Participates in meetings.
- **Dependability** - Follows instructions, responds to management direction. Takes responsibility for own actions. Keeps commitments. Commits to long hours of work when necessary to reach goals. Completes tasks on time or notifies appropriate person with an alternate plan.
- **Quality** - Demonstrates accuracy and thoroughness. Looks for ways to improve and promote quality. Applies feedback to improve performance. Monitors own work to ensure quality.

Date: Rev 12/2016
• **Quantity** - Meets productivity standards. Completes work in a timely manner. Strives to increase productivity. Works quickly.

• **Organizational Support** - Follows policies and procedures. Completes administrative tasks correctly and on time, supports organization’s goals and values. Benefits organization through outside activities. Supports affirmative action and respects diversity.

• **Innovation** - Displays original thinking and creativity. Meets challenges with resourcefulness. Generates suggestions for improving work. Develops innovative approaches and ideas. Presents ideas and information in a manner that gets others' attention.

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**Qualifications:** To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Education and Experience:**
- Bachelor’s degree from four-year college or university in related program (e.g.: Communications, Political Science, Journalism) or equivalent work experience or combination of formal and informal education, with a minimum of seven years’ experience in related areas such as online fundraising, digital campaigning, and web design and a minimum of 3 years of project and personnel management experience.
- Strong expertise in online fundraising including experiencing raising a minimum of $1 million dollars annually with consistent growth year after year.
- Proven track record of success and working knowledge of best practices in advocacy communications, web principals, online advertising, and membership programs.
- Experience developing online components of advocacy campaigns with measurable results in list growth, engagement and revenue.
- Ability to write and oversee the development of compelling and accurate e-mail fundraising and advocacy copy, website copy, and other electronic content for publication that conforms to prescribed style/format, inform/motivates reader and is in compliance with election law.
- Expertise leading and managing a team including motivating and inspiring employees, developing standard operating procedures, and providing quality control and consistency across work.
- Proven experience managing technology projects to specifications on time and on budget including expertise in project conception and initiative, project definition and planning, project launch and execution, project performance and control and project close out.
- Thirst to remain up to date on the latest available technologies in campaign advocacy and ability to think strategically about how to apply those tools to our work.
- Highly collaborative approach to work including proven ability providing strategic direction and support to other departments as well as managing joint efforts with other departments.
- Knowledge of Database, Internet, Spreadsheets, and Word Processing software. Experience and strong working knowledge with EveryAction and Word Press strongly sought. Technical knowledge including basic coding experience with HTML, PHP, CSS and Java Script desirable.

**Language Skills:** Ability to respond to common inquiries or questions from stakeholders, supporters and colleagues. Ability to effectively present information to top management, public groups, and/or boards of directors.

**Mathematical Skills:** Ability to apply concepts such as, fractions, percentages, ratios, and proportions to practical situations.

**Reasoning Ability**

**Computer Skills:** Microsoft Office, including: Word, Advanced Excel, PowerPoint, Google Office Suite, Access, SQL, Convio Luminate, Wordpress, Drupal, Final Cut Pro X, OmniGraffle, Google Webmaster Suite & SEO tools

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*Other Qualifications*

*Date: Rev 12/2016*
• **Certificates, Licenses, Registrations:**

• **Travel:** Must be able and willing to travel (overnight and possible weekends); 15% of travel. Travel costs and mileage are employer paid.

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**Environmental**

- **Physical Demands:** The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is regularly required to talk or hear. The employee may sit for longer periods of time. The employee is occasionally required to stand and walk (includes maneuvering through airports and hotels). The employee must occasionally lift and/or move up to 25 pounds.

- **Work Environment:** The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally exposed to outside weather conditions. The noise level in the work environment is usually moderate and typical of that found in an office environment.

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<thead>
<tr>
<th>Approved by Chief</th>
<th>Title</th>
<th>Date</th>
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<tbody>
<tr>
<td>Print Name:</td>
<td>Signature:</td>
<td>Chief Marketing &amp; Program Officer</td>
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<td>Tom Quash</td>
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Date: Rev 12/2016