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### **Position Available – Online Director Congress Watch division**

Public Citizen is a national, non-partisan, public interest group with over 400,000 members and supporters. The Congress Watch division conducts public education campaigns and advocates before the Congress and administrative agencies on money in politics, open government, corporate accountability, financial regulation, public health and safety and access to justice.

**GENERAL DESCRIPTION OF POSITION:** The Online Director will work closely with the Congress Watch Director and Deputy Director and Congress Watch's Online Advocacy Organizer to engage and mobilize grassroots activists to advocate for Congress Watch priorities and hold lawmakers accountable.

#### **RESPONSIBILITIES:**

- **Online Advocacy** - Work with Congress Watch advocates to plan, develop and implement online grassroots aspects of campaign plans. Design and execute online strategies to grow grassroots lists, motivate action and elevate the online presence of Congress Watch and its issues. Demonstrate utility of incorporating digital strategies in legislative and regulatory campaigns and provide regular reporting on campaign progress. Elevate the media and research work of staff before Public Citizen members and supporters.
- **Communications** - Develop language for action alerts, op-eds, LTEs, organizing materials, and media materials needed to implement campaigns. Work with our Communications and Congress Watch teams to manage new media strategies, including blog editing and social media. Manage Congress Watch content on the Public Citizen website.
- **Management** - Supervise the work of Congress Watch's online advocacy organizer in conjunction with the Director and Deputy Director of Congress Watch. Conduct regular meetings and trainings. Recruit, train and supervise interns to assist with online communications, outreach and advocacy projects. Oversee and advise advocate engagement with online tactics.
- **Coalitions** - Work with national coalition partners to plan joint strategies on online grassroots campaigns, and, where appropriate, take the lead role in coordinating campaign plans and crafting effective messaging. Pro-actively seek and oversee list growth opportunities. Coordinate press and media outreach strategies as they relate to online grassroots campaigns.
- **Data** - Monitor online metrics to inform grassroots strategies and online advocacy efforts. Prepare reports on grassroots campaigns to share with staff and board. Monitor trends in online campaigns and keep track of emerging tools and tactics that may be useful for CW campaigns. Monitor news for rapid-response opportunities.
- **Superactivist Engagement** - Seek opportunities to engage activists in higher level actions and oversee projects for identifying superactivists and maintaining relationships. Monitor email responses for superactivists and seize opportunities to harness the passions of engaged individuals to advance campaign goals.
- Other duties as assigned.



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## QUALIFICATIONS:

**Education:** College degree required.

**Knowledge:** Extensive knowledge of legislative and regulatory strategies and online advocacy techniques and organizing; knowledge of social media and other online content platforms; scrappy coding and web producing capabilities highly desirable.

**Work Experience:** At least five years of online organizing or communications experience (including blogging) or a comparable mix of relevant experience, such as online or traditional organizing, communications, public policy, advocacy, or campaign work. Writing experience through employment and internships required.

**Skills:** Excellent writing, computer and web skills; solid online research and investigative skills required. Desire and ability to make complex policy proposals accessible and compelling to a variety of audiences. Strong interpersonal, supervisory, strategic planning and training skills; good media skills and familiarity with database programs helpful.

**Capabilities:** Highly motivated, well organized and able to multi-task under pressure; able to work well with a wide range of people both in a team-based environment and within the overall organizational structure; adaptable to different work processes, styles and sometimes fluid work agendas; ability to carefully follow direction; winning attitude and sense of humor required.

**Conditions:** A strong interest in online organizing and a commitment to public interest advocacy.

**SALARY AND BENEFITS:** Competitive non-profit salary commensurate with experience; good medical and dental coverage; three weeks paid vacation for new employees.

**TO APPLY:** Send cover letter, resume, and writing sample to [sharley@citizen.org](mailto:sharley@citizen.org). Please include your last name and the position for which you are applying in the subject line of your email and in the filenames of attachments. *No phone calls, please.*

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