

Job Announcement

Associate Director of Digital Strategy

Organization Description:

The Contingent is a 501(c)(3) venture non-profit focused on sparking and holding initiatives to empower leaders and mobilize community for the common good. Since our inception we have centered the perspectives, skills and needs of communities of color and low-income Oregonians to challenge the status quo and transform our communities: from the four corners of the block to the four corners of Oregon – and soon, the four corners of our country. We ask hard questions. We take risks. And we link arms with our neighbors, including business partners, faith communities*, and government agencies.

The position detailed supports The Contingent's initiatives, including Every Child Oregon (www.everychildoregon.org), Emerging Leaders (www.emergingleaderspdx.org), and SINE (www.sine.org).

From mentoring to mobilizing volunteers to restructuring systems that work for some at the cost of others, we prioritize empowering and mobilizing leaders to transform their communities. For more information about the initiatives of The Contingent, please visit thecontingent.org.

*If interested candidates would like to learn more about The Contingent's work with faith communities and how this external work is reflected in our internal rhythms, we would value the opportunity to share more! Please contact The Contingent's ED of Organizational Development, Kelly Bartz k.bartz@thecontingent.org for additional information.

Opportunity Summary:

The Contingent is searching for an Associate Director of Digital Strategy who understands and utilizes everyday digital touch points across multiple digital platforms to building a strategic and compelling campaign to build a brand image for The Contingent's initiatives, including Every Child (www.everychildoregon.org), Emerging Leaders (www.emergingleaderspdx.org), and SINE (www.sine.org) across digital space. This position would be responsible for driving the vision, strategy, requirements, roadmap, and execution for digital campaigns. In addition to advocating for the user experience through digital initiatives the Associate Director of Digital Strategy will work with a variety of teams, including technology, research and evaluation, and others to develop plans that will help The Contingent succeed in the digital space and meet measurable objectives. *Informs the buy optimization process, ensuring that the rationale and actions are clearly aligned with marketing and digital strategy and managed with The Contingent's initiatives, Every Child, ELI, and SINE.*

Duties & Responsibilities:

- Communicate with initiatives to determine their needs and provide recommendations for solutions that meet those needs.
- Collaborate with initiatives to establish measurable objectives.
- Analyze data and recommend changes to existing strategies to improve performance.
- Ensure that all projects are on schedule and within budget guidelines.
- Collaborate with marketing colleagues and vendors, and other digital professionals to create custom solutions for initiatives' needs.

- Analyze current technology trends and make recommendations for future projects based on those findings in collaboration with the research and evaluation team.
- Evaluate the effectiveness of online marketing campaigns to determine whether they are meeting their goals.
- Create written reports about findings and recommendations for future projects.
- Create and manage a plan for continuous improvement on the newly launched ECO and TC websites through content strategy collaboration, monitoring and aligning SEO performance, and informing and evaluating landing page performance.

Knowledge, Skills, and Abilities:

- Bachelor's degree in marketing, communication, business, or related field preferred *or* Associates degree with four years relevant experience.
- Certificate(s) in digital marketing required.
- Two to six years of experience as a digital marketing strategist managing paid digital campaigns is required
- Experience in successfully working with a diverse group of constituents utilizing multi-cultural intelligence, intentional listening, and appreciation and respect.
- Exceptional written and oral communication and presentation skills.
- Ability to share digital performance outcomes to a variety of audiences
- Skilled in managing paid campaigns in all major social media platforms
- Expertise in SEO/SEM
- Adept with Word Press websites
- Capable of analyzing campaign performance and making timely adjustments to strategy and spending
- Proficient in Microsoft suite of products, such as Outlook, Teams, and Share Point
- Knowledge of Microsoft Dynamics 365

Personal Qualifications:

- Commitment to the mission of The Contingent, including Every Child and Empowering Leaders
- Relates well and works effectively with diverse groups of people who represent the range of ethnic, cultural, and socio-economic backgrounds throughout Oregon
- A willingness to be "hands-on" and work in a lean, fast-paced organization with limited administrative support.
- Deep commitment to increasing the diversity of leadership around the state of Oregon
- Ability to articulate a position on the importance of the faith community engaging under-represented children, youth, and families
- Deep commitment to serving under-represented kids, youth, and families and those in government who work with them
- Adaptable to changing situations and processes

Employment Terms, Accountability, and Compensation:

- Full-time position with a competitive salary commensurate with prior experience (\$58K to \$72K)
- The Contingent has a flexible work model that supports a blend of in-office, remote and on-the-go workers.

- Due to our growth, we have team members located in multiple time zones. To facilitate collaboration, core hours for this position are 9-3 pm PST
- Comprehensive benefits including premium medical, vision, and dental insurance (covered fully for employee) generous paid holiday, vacation, sick, personal, and parental leave, flexible work environment
- The Contingent is in a position to model other-centered love in action. This is our primary driver. We accept our leadership responsibility to one another and to the people of Oregon. Starting on October 1, 2021, *The Contingent requires all employees to be fully vaccinated.*
- Legally eligible to work in the United States

Anticipated Start Date:

November 1, 2022

Application Procedure:

Those interested in this position must submit the following:

1. Letter of interest
2. Resume
3. Three references including:
 - o First and Last name
 - o Role
 - o A brief description of their relationship to you
 - o Contact Information (email + phone number where they may be reached)

Screening of applicant materials will begin immediately, and applications will be accepted until the position is filled. Application materials should be emailed with a subject line containing **Associate Director of Digital Strategy** sent to hiring@thecontingent.org

All employment at The Contingent is "at will" and may be terminated by either the employee or the employer at any time for any reason, with or without cause, with or without prior notice or warning. Equal employment opportunity and having a diverse staff are fundamental principles of The Contingent. Upon hire, the employee agrees to undergo a 90-day probationary period, which provides additional structure, scheduled check in meetings and opportunities to receive and give feedback to and from the employer.

******"Don't meet every single requirement? Studies have shown that women and people of color are less likely to apply to jobs unless they meet every single qualification. At The Contingent we are dedicated to building a diverse, inclusive, and authentic workplace, so if you are excited about this role but your experience does not align perfectly with every qualification in the job description, we encourage you to apply anyway. You may be just the right candidate for this or other roles."***

Equal Opportunity Employer