



Advocacy for Human Rights in the Americas

Director for Digital Strategy

The Washington Office on Latin America (WOLA) seeks a talented and creative Director for Digital Strategy to assist WOLA's Vice President for Communications in developing strategic, visually compelling, and impactful digital communications campaigns around critical human rights issues in Latin America.

The Director for Digital Strategy will help lead organizational efforts to introduce digital organizing principles into WOLA's advocacy strategies, which entails taking innovative research conducted by WOLA's experts and translating it into targeted advocacy and digital marketing campaigns online. Along the way, the ideal candidate will identify storytelling opportunities and oversee the creation of audiovisual content in support of these strategies. This position is an opportunity for a committed individual to help advance the debate in the human rights and foreign policy communities in Washington, DC and Latin America.

WOLA is an organization in which everyone is self-motivated, goal-oriented, and passionate about our work. We are committed to what we do. Our leadership works hard to support us with a culture of innovation, collaboration, and excellence. WOLA has twice been recognized by *Washingtonian Magazine* as one of D.C.'s "Best Places to Work" and by *The Washington Post* as one of D.C.'s best-managed nonprofits.

WOLA's office has a full-time staff of approximately 27, plus seven interns and six senior fellows.

Reports to: Vice President for Communications

Supervises: Assistant Director for Content Production

RESPONSIBILITIES:

1. Work with the Vice President for Communications to develop a holistic digital strategy for WOLA with clear, measurable outcomes.
2. Assist programs and partners in creating digital communications campaigns that incorporate website, commentary pieces, social media, visual content, email, and paid ads.
3. In close collaboration with fundraising staff, develop digital marketing strategies on email, website, and social media.
4. In conjunction with senior and editorial staff, develop and execute detailed and forward-looking editorial calendars for online properties.
5. Utilize new platforms for storytelling, to include video, audio, exhibits, interactive data visualization, email, and more.
6. Identify and lead engagement with new digital media opportunities, including pitching stories to novel platforms and key messengers.
7. Manage the creation of a repository of stories and related products to use in rapid response situations.

8. Integrate digital organizing principles into WOLA digital strategy.
9. Manage vendors as needed.

QUALIFICATIONS:

1. Strong commitment to human rights and a sufficient understanding of Latin American affairs.
2. At least five years of experience in digital, content strategy, or storytelling, with clear evidence of growth and progression.
3. Experience designing multi-faceted digital campaigns with actionable outcomes.
4. Strong track record of incorporating storytelling tactics into broader advocacy campaigns.
5. Commitment to tracking online metrics and crafting campaigns driven by data.
6. Proven expertise in multimedia content creation and social media growth.
7. Experience building editorial calendars that span multiple platforms.
8. Mastery of at least one social media platform.
9. Ability to synthesize complex material into powerful writing.
10. Diplomatic, adaptable, creative, and persuasive.
11. Works well under high-stakes, high pressure environments.
12. Additional job requirements: overseas travel required; full-time position; some long hours and occasional weekend work required based on the rapid response aspect of the job.

PREFERRED

1. Deep knowledge of human rights issues in Latin America, or experience working with NGOs in the region.
2. Master's degree in Latin American Affairs, Communications, Journalism, or other field relevant to the position.
3. Fluency in written and spoken Spanish.

Salary and benefits: \$90,000 - \$100,000. Full health, dental, vision, and life insurance 100% paid by employer; four weeks annual vacation. The office is closed between Christmas and New Year's.

Deadline: September 29th

Start Date: As soon as possible.

To apply: Please submit, in English, the following items in one PDF document: cover letter, resume, a one-page writing sample, and a multimedia content portfolio sample. In addition, you may also submit a link to an online portfolio or digital campaign you've led, should you have it. Please also include a list of three references with daytime telephone numbers and email addresses and send the application to employment@wola.org with the subject line Director for Digital Strategy.

-No phone calls please-

WOLA values a diverse workplace and encourages minority candidates to apply. WOLA is an equal opportunity employer, and does not discriminate based upon race, color, creed, national origin, sex, age, disability, marital status, sexual orientation, gender identity or expression, family responsibilities, or any other status protected by applicable law.