



## Social Advocacy Manager

The Michigan League of Conservation Voters is seeking a full-time Social Advocacy Manager to develop and execute social advocacy campaigns that further our mission by increasing public awareness around our key issues, building a non-partisan community of citizen activists across the state of Michigan, and energizing and mobilizing that community to help enact real, positive change for Michigan's land, air, and water.

The ideal candidate will have a proven ability to develop and execute data-driven social campaigns utilizing cutting-edge strategies and tactics. They will be committed to getting results in an ambitious, fast-paced environment, working collaboratively with a growing team of passionate professionals, consistently using messaging and imagery that reflects our brand, and won't be afraid to experiment with new and innovative avenues of communication. This position provides an opportunity to grow professionally as a key part of a powerhouse team that will come to be seen as a model for allied organizations nationwide.

### About the Michigan League of Conservation Voters

The Michigan League of Conservation Voters is a statewide political organization whose mission is to elect pro-conservation candidates to office and to hold all decision makers accountable for protecting Michigan's land, air, and water. We work closely with elected officials, business leaders, partner organizations and advocates from across the state, and we have built a reputation as the leading, non-partisan political voice for Michigan's land, air, and water.

### Job Responsibilities

The Social Advocacy Manager, who reports to the Communications Director, is responsible for the following:

- Developing and executing social media and email advocacy campaigns that align with Michigan LCV's political and policy goals,
- Setting ambitious goals for digital engagement, delivering daily results, and growing professionally,
- Working collaboratively with communications team to deliver wholistic, multi-layered communications that optimize the political and philanthropic return on our investment,
- Strategizing on new and innovative opportunities for audience expansion,
- Implementing new tactics and tools that put Michigan LCV on the cutting edge of communicating effectively to diverse audiences in order to foster political change,
- Assisting in analysis of successes, failures, and gaps within our communications work and improving our programs based on data, feedback, results,
- Reinforcing a culture of non-partisan advocacy.

### Qualifications

We are seeking candidates who excel at developing messages that inspire and motivate action, who are always experimenting and learning, and who are results-oriented. They should have:

- A track record of developing and executing multi-layered social media and email campaigns,
- A high esthetic for visually engaging, branded communications,
- A consistent approach to new ideas with a sense of possibility,
- A belief that who we elect matters and that the protection of Michigan's land, air, and water should be a political priority.

Compensation depends on experience and is competitive. Michigan LCV is an equal opportunity employer.

### How to Apply

Please send your cover letter and resume to [jobs@michiganlcv.org](mailto:jobs@michiganlcv.org) and include *Social Advocacy Manager* in the subject line. Applications will be accepted on a rolling basis.