



Digital Strategist

AFREF has been called “the leading voice for Wall Street accountability” in Washington.

Join us in the fight to hold Wall Street accountable, and make finance work for us, not against us. Americans for Financial Reform Education Fund (AFREF) is seeking a Digital Strategist to work on strengthening consumer protections and the effective regulation of consumer financial products; to fight a high cost lending abuses; to work towards reversing the damage caused by systemic racism in the financial marketplace; and to advance an ambitious agenda to protect economically vulnerable consumers and provide all families with access to financial products and services that meet their needs and allow them to maintain economic stability and build wealth.

AFREF played a leading role in winning passage of the Dodd Frank financial reform law and the creation of the Consumer Financial Protection Bureau, and we are driving the fight for broader transformations of the financial system to advance economic, racial, and social justice. AFREF’s staff develops plans and strategies in collaboration with a coalition of more than 200 consumer, civil rights, labor, community-based, and other organizations, along with academics and policy experts.

The Digital Strategist will work with AFREF staff to engage and grow our base of individuals interested in securing a safer and fairer economy. The Digital Strategist will grow our digital lists, engage and educate our base about issues we are tracking, expand our presence across major social media platforms, create visually appealing content, coordinate with like-minded coalition members influencing relevant policy and political stakeholders, and utilize digital organizing strategies and creative writing skills to tell our stories.

The focus of the Digital Strategist’s work will be to:

- Create the systems and processes needed to build out the digital presence of a dynamic organization.
- Manage and increase AFREF’s social media presence across campaigns
- Write content for AFREF’s website, email program, and social media channels, including online ads, video scripts, posts and graphic copy for use on Twitter/X, Facebook, YouTube, Instagram, LinkedIn, and TikTok.
- Collaborate with staff, partners, and coalitions on digital communications efforts relevant to AFREF’s work (ex. developing digital campaign plans and social media toolkits, participating in partner org digital efforts, running digital days of action, etc.).
- Write content for AFREF’s email list and mobilize members to participate in online calls to action and to grow our digital fundraising.
- Develop visual content, including graphics and videos, for distribution across multiple channels, including social media posts, email campaigns, and our websites.
- Monitor and report on social media and email program analytics, with the intent of increasing AFREF’s reach and effectiveness.

- Monitor and report on latest trends and best practices in the digital landscape.
- Design and lay out reports and other publications.
- Manage relationships and scopes of work with outside vendors and contractors.
- Network with other digital communications professionals in the AFREF coalition.
- Manage website content.

Qualifications

- A deep commitment to economic and racial justice
- Ability to relate to and work with diverse groups of people
- Strong writing skills, including the capacity to translate complicated policy issues into accessible language
- Graphic and web design experience, skills, and knowledge of best practices
- Exceptional attention to detail
- Proficiency in Adobe Suite, including proficiency in Photoshop, Illustrator, and Premier
- Working knowledge of HTML and experience with CSS
- Experience with CRMs, advocacy platforms, and/or digital fundraising platforms (such as Action Network, ActBlue, and Mailchimp)
- Ability to work collaboratively with AFREF's various teams, balancing and soliciting input from multiple internal and external stakeholders
- An understanding of, or ability to learn quickly, how to best apply digital strategy to shift Congress and the political landscape in service of our campaigns
- Familiarity with advocacy and organizing campaign strategies and tactics and the ability to integrate digital tools into those efforts
- Advanced program statistical collection and analysis for regular updates and recommendations (e.g. for email program, tracking open and click rates, petition signatures gathered, growth in letters sent, etc.; for social media, tracking followers, user interactions, post performance, etc.)
- Comfort with working in a fast-paced and diverse environment
- Ability to work productively with a remote team
- Experience managing external contracts and vendors

Ideal candidates will have:

- Several years of experience running organic email campaigns, especially experience in using Action Network to organize and run joint actions for organic email acquisition
- Experience creating new websites and the content strategy around them, including using digital tools for promotion
- Paid/Organic experience using Facebook, X, Threads, TikTok, Instagram, and YouTube to grow an audience
- Deep and established coalition and online activist relationships and extensive knowledge of available online networks

Salary and Benefits

Annual salary range \$83,000 - \$98,000, commensurate with experience. Generous benefits, including medical, dental, vision, 401K, paid holidays and sick leave, and mobile phone and transit allowance. We invest in growth opportunities for our employees both within a position and within the organization.

Location:

AFREF's office is in downtown Washington DC. AFREF offers both a fully remote and a generously flexible hybrid/remote work schedule (for staff based in the DC metropolitan area)--depending on the nature of the position and organizational needs. **The Digital Strategist position is open to all applicants based in the United States.**

How to apply:

Please submit your application via our [candidate portal linked here](#), including a cover letter and resume. Please do not use AI tools for your application responses or writing samples. AFREF may check these materials for AI use.

AFR Education Fund is committed to a workplace that reflects diversity defined broadly, and where the talent, skills, and uniqueness of each staff member are respected. We value a diverse workforce and are committed to a policy of equity for all employees and for all applicants. We strongly encourage People of Color; LGBTQIA+ people; women; people with disabilities; and veterans to apply.

Meet some but not all our qualifications? Don't let that deter you from applying. If you believe that you could excel in our organization and believe in our mission, we hope you apply. We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. Please use your cover letter to tell us about your interest in our work and what you would bring to the role.