



UNITARIAN UNIVERSALIST
ASSOCIATION OF CONGREGATIONS

Updated: February 4, 2010
Position Title: Online Community Organizer – Standing on the Side of Love Campaign
Staff Group: Advocacy and Witness
Reports To: Campaign Manager
Location: Washington, D.C.
Start Date: ASAP
Salary: \$32,000/year (no benefits)

This is a temporary position currently funded through June 30th, 2010, with the possibility of becoming a regular position pending funding.

Basic Purpose: To assist in implementing the *Standing on the Side of Love Campaign*, an intensive initiative to raise Unitarian Universalism's voice and exercise influence in the public square on issues related to identity based exclusion, oppression and violence. This position will have a primary focus on online organizing and the use of new media.

Description:

You will refine and execute the campaign's organizing and communications strategy in social media platforms like Facebook, MySpace, Twitter, Flickr, YouTube and in blogs with the aim to promote the *Standing on the Side of Love* campaign, recruit new online and on-the-ground activists, and affect the discourse on identity-based oppression.

Your work in online social networks goes beyond marketing -- you invest time and energy in implementing organizing strategies, building relationships, empowering influencers, and getting measurable results. You are someone who enjoys a creative challenge and a campaign tempo, thinks outside the box, has exceptional writing chops, and you're willing to do what needs to be done, from top-level strategizing to cutting and pasting and plugging away.

Responsibilities:

1. Promote and distribute campaign messages, resources, and initiatives through campaign-specific online channels (facebook, email, twitter, blogs, youtube, phone, etc).
2. Use online tools to facilitate offline events: community meet-ups, advocacy actions and media events.
3. Monitor and track the spread and adaptation of campaign initiatives through grassroots and new-media.
4. Stay up to date on the latest social media tools, applications and features
5. Train and support UU staff and UU activist leaders in using the new media tools developed by the campaign.



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6. Build relationships with key online influencers, online and on the phone as needed
7. Contribute content and personality to a dynamic and engaging campaign web presence.
8. Document campaign activities, ensuring that successes are tracked and documented and shortcomings are not overlooked.
9. Be prepared to respond rapidly to breaking news to help shape the public discourse, in coordination with the UUA communications and advocacy & witness departments.
10. Travel, as needed, to UU gatherings and campaign events.
11. Provide administrative support to the campaign when needed.
12. Talk with many people, continuously communicating campaign messaging and harvesting constructive feedback on campaign initiatives.
13. Maintain a sense of urgency and consistently energize the campaign.
14. Act as directed by the campaign manager

To apply, email your resume, cover letter and two references' contact info to love@uua.org.