Digital Organizer and Evaluator Job Description

**Hours:** Full time (40 hours/week); some evening and weekend work required; occasional travel required

**Hiring Range:** $52,000-$54,000

**Primary Location:** Durham, NC, possible remote work (within North Carolina ONLY)

**Status:** Exempt; Specialist

The mission of the North Carolina Coalition Against Domestic Violence (NCCADV) is to lead the state’s movement to end domestic violence and to enhance work with survivors through collaborations, innovative trainings, prevention, technical assistance (TA), state policy development, and legal advocacy. We believe that patriarchy, gender inequality, and all oppressions play a central role at the individual, institutional, and cultural levels in creating and maintaining an environment which accepts domestic violence. We believe it is vital to understand and advocate for the elimination of all forms of oppression, including, but not limited to: sexism, racism, and homophobia. We believe it is critical to serve all domestic violence survivors, regardless of race, age, class and ethnic group, sexual orientation, gender identity, mental and physical abilities, religious and spiritual beliefs, and immigration status. We know oppression comes in all forms and leads to additional issues for survivors; we strive to serve all survivors of domestic violence and their respective needs.

We believe that through the power of our shared experiences and collective voice, we can work together to create individual, institutional, and cultural change. We work intentionally and actively to create safe spaces for survivors of domestic violence. We believe the voice and experience of survivors must be the foundation of our work, and that the domestic violence movement can change society.

At NCCADV, we firmly believe that preventing intimate partner violence (IPV) is possible. We are dedicated to primary prevention, or prevention of first-time perpetration of IPV. Our prevention work consists of innovative, theory- and evidence-informed strategies that aim to reduce influences that increase risk for violence, and support and expand influences that protect against violence perpetration. We strive to make sustainable and equitable change in the communities, institutions, and society in which we grow up, live, learn, work, and play, because these conditions have major impacts on our overall health and well-being, as well as our risk for experiencing and perpetrating violence. In particular, NCCADV strives to support environments that are intolerant of IPV and to dismantle social norms that allow this violence to persist.
The Digital Organizer and Evaluator is dedicated to NCCADV’s DELTA IPV prevention program. The Digital Organizer and Evaluator will infuse an anti-oppression lens and trauma-informed approach to violence prevention into all of their work, with a particular focus on the DELTA program’s digital communications. The position will broadly assist NCCADV in the evaluation of multi-faceted, comprehensive primary prevention efforts aimed at addressing shared risk and protective factors for violence and social determinants of health, and as well as support implementation as assigned.

The program and policy efforts of DELTA include a paid family leave policy health impact assessment, the trauma-informed organizational policy pilot program, Shifting Boundaries, and Bringing in the Bystander. The Digital Organizer and Evaluator will work closely with the rest of the prevention team to implement, track, monitor, and evaluate digital communication components across these program and policy efforts. This position will monitor Google analytics and user engagement for websites that the prevention team manages. Currently there are two: the preventviolencenc.org (re-design in process) and traumainformednc.org. The Digital Organizer and Evaluator will develop tools for tracking social media engagement metrics across prevention programs, and support the Prevention Specialist to develop content as needed for the Trauma-Informed Organizational Policies effort. This position will support implementation of the dissemination plan for the paid family leave health impact assessment, and may assist in evaluating the digital components of the Shifting Boundaries and Bringing in the Bystander programs, as needed.

Finally, this position will support evaluation for the overall DELTA program, including non-digital communications activities, and contribute to funder-required grant reports.

**Primary Job Responsibilities:**

1. Contribute to planning, implementation, and evaluation of DELTA Impact IPV prevention activities as assigned, including projects within various systems to promote protective factors and reduce risk factors at the community and societal levels of the social ecology.
2. Implement, track, monitor, and evaluate digital communication components of NCCADV’s IPV prevention programs and policy efforts.
3. Collaborate with other NCCADV staff to develop and implement communications and publicity strategies for DELTA prevention work.
4. Promote audience engagement with NCCADV’s digital IPV prevention-related content, with the goal of cultivating and sustaining relationships with partners, and educating audiences about IPV prevention.
5. Support visioning work and strategic development of the program team, including developing new projects or funding sources as assigned.
6. Collaborate with DELTA team to plan and facilitate DELTA State Steering Committee meetings.
7. Cultivate and sustain external partnerships that have potential to support NCCADV’s primary prevention efforts.
8. Provide high-quality Prevention technical assistance (TA) to members as requested by TA staff, including providing on-site and virtual trainings and direct training and TA to local domestic violence programs, allied professionals, regional sites, and community and campus groups on issues related to IPV prevention &/or trauma informed approaches.

9. Represent NCCADV on statewide committees, commissions, or task forces, as assigned or appropriate.

10. Participate in agency-wide equity work by engaging in staff equity and decision-making conversations attending identity-based caucuses.

11. Prepare any necessary reports in a timely fashion, as required by funders and the Executive Director.

Other Job Responsibilities:

1. Participate in NCCADV regional, statewide, and national projects and evaluation activities as required, including the NCCADV biennial conference. Participate in NCCADV staff meetings, in-service trainings, and retreats, and perform other duties as assigned.

2. Supervise and assist in precepting students (interns, Capstone teams, practicum students) as assigned.

3. Assist with writing grants/developing funding streams, as assigned.

4. Support the monitoring and evaluation of NCCADV’s other digital communications activities, as assigned.

Required qualifications:

1. Understand and support NCCADV’s mission.

2. Strong commitment to social justice. Ability to demonstrate an anti-oppression/anti-racism analysis and an intersectional feminist analysis and apply that analysis in relationship development, external and internal written communications, and deliverables production.

3. Three or more years of relevant experience (e.g. work history and/or education related to communications, public health, intimate partner violence, social work, human services, research project management, or another related field). A minimum of two of these years of experience should be in digital communications experience with a social justice focused organization, such as a non-profit or grass-roots organization with limited funding but a very active digital presence.

4. Ability and willingness to take a leadership role on designated projects.

5. Strong interpersonal and influencing skills and an ability to develop mutually beneficial working relationships with diverse community partners and NCCADV staff members.

6. Ability and willingness to work collaboratively with people from a variety of backgrounds and experiences.

7. Superior organizational skills, time management skills, and follow through.
8. Excellent oral and written communication skills, including the ability to shift tone and structure from informal social media vernacular to the formal requirements of federal grant reporting.
9. Commitment to contributing toward a trauma-informed, anti-oppression focused work culture.
10. Desire to learn, grow, and willingness to adapt to changes.
11. Ability to understand, work with, and interpret data from Google Analytics and Google Tag Manager.
12. Familiarity with Joomla &/or Wordpress, or similar.

Preferred qualifications:

1. Knowledge about social marketing, health behavior theory, and the components of effective social norms change campaigns.
2. Extensive knowledge of IPV and related issues.
3. Understanding of the public health approach to primary prevention as applied to intimate partner violence perpetration.
4. Evaluation experience, preferably working in the primary prevention of domestic or sexual violence, and/or related issues.
5. Advanced technology skills related to website design and online media and communications.

Bonus qualifications:

1. Prior training from Becker Digital Strategies
2. Basic graphic design skills
3. Digital content development skills

NCCADV is an equal opportunity employer. We are committed to employment policies and procedures assuring all qualified persons are accorded equal opportunity for employment, promotion, and training. We strongly encourage survivors of intimate partner violence to apply. We welcome and encourage applicants from diverse groups to apply including, but not limited to African-American, Latine, Native American, Asian/Pacific Islander, and LGBTQ persons. We also welcome people from different national origins, religions, ages, and ability statuses.

To apply: Send resume and cover letter to Kari Thatcher, Prevention and Evaluation Coordinator, at humanresources@nccadv.org. Application review will begin no earlier than August 1, and applications will be accepted on a rolling basis until the position is filled. No phone calls, please.