



We're Hiring!

Position: National Director, Digital Strategy

Location: Portland, Washington D.C., Remote

Salary: \$120,000+

Compassion & Choices is seeking a **National Director of Digital Strategy** to help advance our advocacy, medical outreach and education efforts across the country.

This position is responsible for overseeing the vision, strategy, development, operations and ongoing evolution and maintenance of website and digital products and services across the organization to increase brand image and drive deeper donor insights, acquisition, retention and growth. They will oversee operations in the rapidly changing digital sectors like mobile applications and digital fundraising, as well as web-based information management and marketing. They also serve as an early adopter to grow and upgrade organizational capability in the digital area and seamlessly integrate digital marketing into each platform.

This is a full-time, remotely-located or Portland, OR or Washington D.C.-office-based, salaried position reporting to the Chief Marketing & Program Officer. Compensation offered will be commensurate with experience.

We offer excellent benefits including employer-shared medical and dental insurance premiums, employer-paid short- and long-term disability, life and accidental death & dismemberment insurance, flexible spending account for medical and child care, commuter pre-tax benefit, eligibility to participate in 401K with generous 5% employer match and 100% vested at time of eligibility, 12 paid holidays, 17 PTO days first year, and personal days.

This position is primarily responsible for serving as a:

Strategist and Technical Expert

- Serve as the top digital communications position in the organization, providing leadership, vision and direction for web-based and digital strategic activities that cross all C&C business lines: 1) web design and development; 2) campaign advocacy, marketing, advertising and online community building; 3) digital fundraising (acquisition, email and advertising); and 4) social media (facebook, twitter).
- Collaborate and assess innovative tools, methodologies and approaches to help drive results, increased acquisition, donors, and overall website users to move C&C into the leading edge in online communications and marketing.
- Connect digital investments to organizational KPIs to achieve positive digital transformation.

Web Design and Development

- Oversee Compassionandchoices.org and lead the requirements, functionality, design, code, and modifications for the site, from layout to function and according to approved requirements.
- Ensure best practices in mobile first website design, including user experience, instructional design, content strategy, and information architecture.

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- Develop, manage and direct Search Engine Optimization for the organization's web properties to achieve top rankings for key search terms.

Digital Fundraising

- Lead online fundraising, in collaboration with the development department, including the growth, cultivation and retention of C&C's online supporter base.
- Use analytics to inform decision making regarding messaging, topics, and content to drive fundraising as well as the balance between fundraising and advocacy asks in emails and social media.

Digital Marketing

- Raise the visibility of C&C online, through marketing efforts that position the organization as the go-to end-of-life choices advocacy organization.
- Oversee the development of digital advocacy campaigns that drive our supporters to take action to influence elected officials, health systems, volunteerism and personal advocacy that results in social change.
- Lead the development of campaign content and digital marketing strategies, driving deeper donor insights, acquisition, retention and exponential growth.

Social Media Engagement

- Develop, implement, manage and analyze new and alternative social media strategies and use creative, cutting-edge practices to increase visibility and traffic.
- Conduct competitive research/analysis to determine needs for new areas of expansion. Meet with C&C cross-teams to further online goals.
- Monitor other advocacy organizations and competitors, and continually recommend and implement improvements to ensure best-of-breed in category.

Team and Personnel Management

- Develop and manage department budgets and metrics.
- Manage multiple projects in a fast-paced, deadline-driven environment.
- Develop and enforce the implementation of team standard operating procedures in accordance with best practices

Team Liaison

- Serve as the team liaison for the digital communications team working with a management team that is responsible for planning, integrating and prioritizing work across the organization
- Proactively identify and solve cross-team issues (e.g. review protocol, workload volume, priorities, implementing cross-team initiatives).

Required Qualifications (You will be a good fit if you have the following):

Education and Experience:

- Bachelor's degree from four-year college or university in related program (e.g.: Technology, Marketing, Communications, Political Science, Journalism) or equivalent work experience or combination of formal and informal education,
- A minimum of 15 years experience in related areas such as online fundraising, digital campaigning, and web design and a minimum of 8 years of project and personnel management experience.
- Knowledge of WordPress content management system and its associated properties, and ability to leverage plugins and other add-ons to enhance user experience and business goals.
- Knowledge and/or hands on experience within the cloud-based marketing technology platforms including – personalization, content management, data and analytics, mobile and collaboration tools.
- Able to collaborate effectively with all business lines, while providing thought leadership and strong direction to teams.
- A history of driving digital strategies that engage audiences, increase acquisition and drive donations. Proven success developing a cross-channel strategy with specific examples of driving operational excellence across marketing, sales, and customer service.
- Proven experience in building innovative, proactive, high-impact digital channels; utilizing all relevant channels, and aligning strategies with business goals in order to drive engagement.

- Knowledge of communications research and planning, such as content audits, focus groups, environmental scans, communications strategy and plan development.
- Strong expertise in online fundraising including experiencing raising a minimum of \$1 million dollars annually with consistent growth year after year.
- Deep understanding of the digital environment and evolving tools and platforms used to improve online presence with excellent working knowledge of social media outreach strategies. Able to translate trends into brand right business opportunities.
- Excellent writing and communication skills.
- Detailed awareness of industry and consumer trends, promotional resources, market status and competition.
- Complete knowledge of all aspects of Digital Media, Search, SEO, SMM, Mobile, etc.
- Experience managing a digital team at a C3/C4 organization with combined revenues greater than \$ 20 million dollars annually, highly desirable.
- Ability to manage multiple projects, set priorities and drive results in a fast-paced environment
- Experience serving as a team liaison working across an organization, negotiating solutions
- Expertise leading and managing a team including motivating and inspiring employees, developing standard operating procedures, and providing quality control and consistency across work.
- Proven experience managing technology projects to specifications on time and on budget including expertise in project conception and initiative, project definition and planning, project launch and execution, project performance and control and project close out.
- Thirst to remain up to date on the latest available technologies and ability to think strategically about how to apply those tools to our work.
- Highly collaborative approach to work including proven ability providing strategic direction and support to other departments as well as managing joint efforts with other departments.
- **Language Skills:** Ability to respond to common inquiries or questions from stakeholders, supporters and colleagues. Ability to effectively present information to top management, public groups, and/or boards of directors.
- **Mathematical Skills:** Ability to apply concepts such as, fractions, percentages, ratios, and proportions to practical situations.
- **Computer Skills:** MWordPress, CSS, HTML, PHP, Javascript, Google Webmaster Suite & SEO tools, Microsoft Office, Google Office Suite
- **Certificates, Licenses, Registrations:** Critical thinker and creative problem solver with a combination of good intuitive judgment and strong analytical skills.
- **Travel:** Must be able and willing to travel (overnight and possible weekends); 15% of travel. Travel costs and mileage are employer paid.

Values: Must be energized by the idea of working at an organization with the following values:

- Compassionate in our conviction that dying patients should be free of unwanted treatment, suffering or outside interference.
- Respectful of the autonomy of individuals to decide what end-of-life options are best for them and their family.
- Courageous in our willingness to confront the toughest end-of-life health challenges, disrupt the broken status quo and protect an individual's right to self-determination.
- Credible in all our education, advocacy and partnerships — our efforts are grounded in objective research and demonstrable facts.
- Resilient in our capacity to respond to opportunities and threats in the movement so that we can achieve our vision as quickly as possible.

How to Apply:

Apply to the position through the following link: [Application Link](#). Current resume and cover letter should be submitted as one PDF document. In your cover letter, please (1) indicate how your personal philosophy aligns with our mission, (2) provide a brief summary of your directly related experience, and (3) provide your salary expectation (with a specific amount/range vs 'negotiable').

Questions about the position may be directed to Jobs@compassionandchoices.org.

About Compassion & Choices

Across the nation, Compassion & Choices works to create a society that affirms life and accepts the inevitability of death, embraces expanded options for compassionate dying and empowers everyone to choose end-of-life care that reflects their values, priorities and beliefs. To make this vision a reality, we improve care, expand options and empower everyone to chart their end-of-life journey. Organizational priorities for this position include: 1) integrating medical aid in dying into standard medical care; 2) legitimizing advance care planning for dementia and 3) improving the delivery of culturally competent care to historically underserved populations.

Compassion & Choices is committed to building a staff that reflects the diverse communities that make up our country. We are an Equal Opportunity Employer and recruit, hire, train, promote, and administer any and all personnel actions without regard to age, color, creed, disability, economic status, ethnic identity, gender identity, national origin race, religion, sex, sexual orientation, veterans status, or any other basis prohibited by applicable law.

Link to Job Description: <https://compassionandchoices.org/about-us/employment>