



**CLASSROOM LAW PROJECT** is looking for a

## **DIGITAL COMMUNITY MANAGER**

*The best way to preserve democracy is to teach democracy.*

*[Classroom Law Project](#) is a nonprofit organization of individuals, educators, lawyers, and community leaders who work with Oregon's schools and teachers to prepare our youth to become active, engaged, and informed participants in democratic society. We provide evidence-based programs that bring both teachers and students together with civic leaders, attorneys, judges, law enforcement, and policymakers to provide K-12 students with hands-on experiences that demonstrate how our legal system and government work. During the 2021-22 school year, we provided engaging professional development opportunities to more than 1,100 teachers and a wide range of challenging, fun, and experience-based programs to more than 119,000 students. We are a dedicated, passionate, collaborative, and caring team of civic-minded individuals, working with an amazing network of more than 600 volunteers across the state to extend our reach and impact to a growing number of teachers and students.*

*We are currently pursuing a broad strategic initiative to extend the reach of our programs to more teachers and students throughout Oregon, including those in both rural areas and metropolitan centers. One of the key components of this strategy is our [Educator Resource Community](#) (ERC) which hosts Classroom Law Project digital resources and collaboration opportunities for social studies and civics educators throughout Oregon. **We are seeking a full-time Digital Community Manager to join our team and evolve this resource and the other tools that serve our expanding community.** If you are looking to make a difference and this sounds like a climate in which you would flourish, read on!*

The Digital Community Manager is responsible for transforming Classroom Law Project's (CLP's) current digital assets platform, the We the Teachers-Educator Resource Community (ERC), into a robust platform that serves as a virtual destination for educators across Oregon to access civic-related resources and collaborate with other like-minded educators. The position is also responsible for leveraging CLP's digital assets and social media presence to increase awareness, engagement, and participation in our programs across all our audiences, as well as analyzing and reporting the use and impact of our online resources across our many partners and communities.

### **RESPONSIBILITIES**

#### **Educator Resource Community (ERC) Platform**

- Lead the collaborative development of a comprehensive redesign for the ERC, including prioritization and timeline for implementing key components, with detailed budget and resource requirements.
- Conduct user research with target audiences to ensure the design meets their needs and will deliver an intuitive, enjoyable user experience.
- Working with CLP's Programs team, build out and maintain the ERC platform to ensure it delivers ready availability of a wide variety of multimedia curricular resources, and serves as a "virtual hub" enabling social interaction and creating statewide teacher

collaboration, in which professionals share best practices, ask questions, and model new approaches to civics education.

- Support teachers in engaging with the ERC to develop and share their own original content, resources, and curricula.

### **Educator Digital Community Management & Moderation**

- In conjunction with the resource database component of the ERC, create an online venue for teachers to discuss civics, government, and to share resources of interest.
- Evaluate community desire for discussion and interest groups based upon CLP's professional development workshops, programs, events, and specific topic areas.
- Establish, facilitate, and monitor discussion and interest groups in the ERC based upon professional expertise and community interest.
- Working with the communications team, lead the collaborative development and implementation of a digital communication calendar that leverages all of CLP's digital assets to deliver a steady and effective stream of communications and engagement within the ERC.
- Facilitate and promote pre-existing virtual teacher cohorts, in their professional learning communities and with the Programs team, identify and create new virtual teacher cohorts in 2023-2024 and into the future.

### **Constituent Relationship Management System**

- Based on objectives mutually defined with the team, develop a comprehensive design recommendation for CLP's internal Volunteer/Donor/Stakeholder Management System, including prioritization and timeline for implementing key components, with detailed budget and resource requirements.
- Oversee the development and migration of the CRM system, audit process, and internal adoption of the new CRM system.

### **Analytics, Evaluation, Security**

- Establish and monitor metrics for online awareness, engagement, and active participation, as well as conversion to offline actions such as workshop attendance and the addition of new schools, teachers, teams to CLP programs, as well as donor and volunteer recruitment.
- Leverage online analytics tools to drive actionable insights and concrete improvements in target audience reach, engagement, and user experience via CLP's multiple communication streams (e.g., social media, website, newsletter, etc.).
- Manage and maintain as current all licenses, subscriptions, and upgrades.
- Manage and maintain software and hardware, ensuring digital security risks are identified and mitigated.

## **POSITION PROFILE**

### ***Required Qualifications***

- Minimum of three years digital development and communications experience, including demonstrated expertise in website and social media management.
- Three or more years in user experience / interface (UX/UI) development, testing, and implementation.
- Experience in database management or client relationship management (CRM) systems (e.g., Salesforce, Kindful, Blackbaud, Neon One, etc.)
- Proficient with Adobe Creative Cloud tools, Canva, Zoom, and Google office environments.

- Experience with use of online analytics tools to drive actionable insights and concrete improvements in target audience reach, engagement, and user experience.
- Team-oriented, committed to clarity and transparency, and able to work collaboratively with various groups such as CLP's small professional staff, our large network of volunteers, and teachers from diverse school environments.
- Ability to work cross-culturally with empathy, sensitivity, and respect.
- Excellent oral, written, and visual communication skills.
- Superior organization, project management, and implementation skills.
- Demonstrated flexibility, problem-solving skills, and ability to balance vision with practical execution.

### ***Desired Qualifications***

- Demonstrated entrepreneurial mindset, with ability to envision possibilities and seek out creative and innovative paths to achieve program objectives.
- Teaching experience, preferably in K-12 or teacher professional development environments.
- Strong graphic design capabilities, with experience in marketing or communications roles.
- Nonprofit or education sector experience.
- Instructional design expertise and pedagogical foundations, including development of student and adult learning design documents that include implementation of CLP's learning strategies, equity lens, and formative and summative evaluative models.
- Second language proficiency (Spanish ideal).

### **TERMS OF EMPLOYMENT & COMPENSATION:**

- The Digital Community Manager will be a full time (40 hours per week) exempt employee of Classroom Law Project and will report to the Director of Development & Communications.
- The salary range for this position is \$60,000 to \$70,000, depending on qualifications.
- This position offers a competitive benefits package, including medical and dental insurance, long-term disability and life insurance, and a 403(b) retirement plan.

### **TO APPLY:**

- Please submit a resume that clearly details your job history, along with a cover letter that reflects how your interests and experience align with CLP's mission and qualify you for the Digital Community Manager position.
- **Send via email** with **Digital Community Manager** in the subject line.
- Candidates should be prepared to provide examples of and links to relevant work samples / portfolios.
- All inquiries will be handled confidentially.
- Position is open until filled.

*Classroom Law Project adheres to a non-discrimination policy with respect to employment, educational programs, and activities. Classroom Law Project does not discriminate on the basis of race, color, creed, religion, sex, national origin, age, handicap or disability, sexual orientation, or marital status and has a firm commitment to promote the letter and spirit of all equal opportunity and civil rights laws.*