

## **Contratados.org Digital Organizer**

### *About CDM:*

Centro de los Derechos del Migrante, Inc. (CDM) is a U.S. 501(c)(3) transnational migrant workers' rights organization that supports migrant worker organizing and legal advocacy on both sides of the U.S.-Mexico border. CDM works to remove the border as a barrier to justice for migrant workers who experience workplace rights violations, exploitation and abuse during recruitment in Mexico and while living and working in the United States. Through education, outreach, and leadership development; intake, evaluation, and referral services; litigation support and direct representation; and policy advocacy, CDM supports Mexico-based migrant workers as they move between their home communities in Mexico and their workplaces in the United States. Further information about our work and projects is available on our website: [www.cdmigrante.org](http://www.cdmigrante.org).

### *About Contratados.org:*

Likened to a “Yelp” for migrant workers, Contratados.org is an award-winning, crowd-sourced platform that allows migrant workers to anonymously share and access reports on working conditions to make informed migration decisions before accepting jobs in the United States. The platform also offers workers news, legal resources, and opportunities to take action on their working conditions and on public policy. By providing a space for workers to report, denounce, and prevent fraud and abuse, Contratados.org empowers workers to impose accountability for false promises, illegal fees, inhumane working conditions, and unlawfully low wages. Visit [www.contratados.org](http://www.contratados.org) to see Contratados.org in action.

### *Position Summary:*

CDM is looking for a professional and experienced part-time or full-time Digital Organizer to join our dynamic, binational, multilingual team! The Digital Organizer will grow user engagement while strengthening the platform's impact through the development of content, features, and action opportunities. In particular, he or she will disseminate relevant news, provide real-time responses to worker and civil society requests for critical information on social media and email, and support workers through organizing support and practical blog content on Contratados.org and social media. The Digital Organizer will work under the supervision of CDM's Communications Director and will work closely with the Contratados.org Outreach Coordinator and CDM outreach staff.

### *Position Responsibilities:*

- Create and run digital campaigns to support migrant justice.
- Conduct analysis on existing and target user demographics and engagement.

- Develop and disseminate targeted social media content (including graphics and short videos).
- Create resources for locals and affiliate organizations to amplify national campaigns as needed.
- Draft engaging blog posts to drive traffic.
- Build relationships and strengthen partnerships with ally organizations, affiliates, and community members to support priorities.
- Work with vendors, consultants and contractors as needed.
- Understand and apply data analytics related to the campaign website and social channels to improve the effectiveness of the campaign.
- Develop and evaluate measurable impact indicators, and report on results.

*Desired Qualifications:*

- Bilingual fluency in English and Spanish required.
- BA preferred.
- Strong cultural competence and the ability to engage effectively with various individuals in a multicultural, diverse organization.
- Relevant professional experience in field or online organizing, political campaigns, and/or public relations and marketing.
- Experience developing digital strategy and content for issue-based advocacy or political campaigns.
- Familiarity with a range of online campaigning tools and tactics.
- Excellent writer, able to write concisely, clearly and quickly.
- Good eye for graphic design (extensive design experience is not required).
- Experience managing social media analytics and ad campaigns (Google Analytics, Facebook, etc).
- Strong self-management skills.
- Demonstrated passion for social justice.
- Personal interest in current digital trends.

The position is designed to be based out of either CDM's Baltimore, Maryland or Mexico City, although candidates may be considered for remote employment. CDM offers a competitive salary with generous benefits package.

CDM is an Equal Opportunity Employer and prioritizes diversity among our staff, Board of Directors, and volunteers. We also maintain a strong interest in our employees' career development and strive to provide opportunities for growth and education for dedicated members of our team.

### **HOW TO APPLY**

Interested candidates should submit a cover letter, resume, and a list of three references with contact information, to [info@cdmigrante.org](mailto:info@cdmigrante.org) with the subject line **DIGITAL ORGANIZER APPLICATION**. No phone calls please.