



Auburn

Trouble the waters. Heal the world.

Job Description

Job Title: Director, Digital Strategy
Department: Program
Reports To: Auburn's Dean
Status: Full-Time, Exempt, Salaried
Start Date: October 15, 2017

Auburn is a multifaith leadership development and research center working with secular and faith-rooted justice leaders on a national scale, as well as at the grassroots level, who exhibit the drive and potential to awaken the spirit of possibility within each of us to catalyze change and face the challenges of our fragmented, complex time.

Using innovative, research-based methodologies, Auburn equips bold and resilient leaders to frame the critical conversations of the day, and to mobilize the public to work across divides to create the world for which humanity longs. We provide them with education, research, support, and media savvy, so that they can bridge religious divides, build community, pursue justice, and heal the world. Learn more at AuburnSeminary.org.

SUMMARY

Can you help Auburn become a digital leader in faith-rooted justice movements?

The Director of Digital Strategy is a new position at Auburn to lead and coordinate the digital program elements of Auburn's mission to equip faith-rooted justice leaders as they mobilize communities for social change. The role includes strategy development, implementation/execution of the strategy, and educating and equipping leaders in the multifaith movement for justice.

The Director of Digital Strategy is a key member of the Program Team at Auburn, reports to the Dean, and will work collaboratively across the institution. Auburn's programmatic work is guided by a theory of change: that equipping and supporting faith-rooted justice leaders will strengthen multifaith movements for justice. In recent years, Auburn's programs have featured research on faith-rooted justice campaigns and leadership, short-term trainings, long-term leadership development in cohorts, and deepening relationships through convenings and consulting. Many of these programs involve digital elements. The Director of Digital Strategy will deepen existing digital elements and experiment with new ones.

BACKGROUND

Auburn's first major investment in digital leadership began in 2012 with the founding of [Groundswell](#), an online petition platform to assist faith-rooted justice leaders in integrating online petitions with offline organizing. Since being built, 300 campaigns have been started, garnering 570,000 actions from 300,000 users. A new and deeper investment in digital leadership and strategy is required to equip leaders for this new era of social change-making, based on what Auburn learned in a listening campaign earlier this year, interviewing more than a dozen digital gurus. Currently, Auburn is building an online learning program and community to support individuals become more socially active and connected to movements.

ROLES & RESPONSIBILITIES:

Primary

- Develop and implement a vision and strategy for how Auburn can use digital tools, platforms, engagement strategies, social media, and digital delivery methods to serve faith-rooted leaders who are working for social justice in ways that align with Auburn's mission and theory of change.
- Direct Groundswell (currently a petition platform): deepen its current impact and envision a future for this digital asset.
- Provide lead thinking about how to develop and serve constituents whose primary connection to Auburn and Groundswell is through digital media. Two examples of this work are rapid responses to developments in the multifaith movement for justice and curating spiritual sustenance resources for faith-rooted activists who are looking for a spiritual home.
- Develop ways for Auburn to better understand the digital practices, behaviors, and needs of the leaders we serve, including but not limited to the strategic use of data and metrics.
- Stay abreast of field-developed digital techniques that are being used in movement spaces by following campaigns and movements and their leaders, looking for ways to share “bright spot” developments with others. This includes maintaining a personal network of movement-oriented digital gurus.
- Oversee the development of trainings that help leaders develop digital strategies and use digital tools for social change. This could include leading trainings and/or identifying trainers or partnerships.
- Help Auburn experiment with delivering our leadership learning in digital environments.
- Initially, the Director of Digital Strategy will not supervise staff. Auburn will partner with the Director of Digital Strategy to grow its capacity in this area, including adding staff resources.

Secondary

- Partner with Auburn’s communication and information technology teams to deepen the integration between Program and Communications and IT in both strategy and implementation.
- Assist in fundraising activities related to Auburn’s digital work, such as grant proposal development and conversations with donors.

QUALIFICATIONS & REQUIREMENTS

- Proven record of creating digital strategies for major social change campaigns. Confidence in shaping digital strategies of a project, program or institution.
- Experience with platforms used to manage, publish and report on social media.
- History of accompanying and/or educating others in digital strategies and leadership, especially with developing online campaigns that are connected to “ground game” or IRL strategies.
- Developed analysis of how power operates in society.
- Project management skills and experience.
- Strong writing skills.
- Passion for, and deep understanding of, how technology and digital environments affect society and social justice work in particular.
- Connection to, or strong interest in, faith, religion, and/or spiritual life.
- Personal commitment for creating a more just world.
- Deep sense of curiosity and capacity to continually evolve as technology changes.

TO APPLY:

Please send your resume and thoughtful cover letter to the attention of Rabbi Justus Baird, Auburn’s Dean, at work@auburnseminary.org. Please use the job title as the subject line of your email, and use the PDF format for all application materials. No phone calls, please.

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