



# We Testify – Job Description

**Job Title:** Digital Media Coordinator  
**Supervisor:** Communications Manager  
**Supervisees:** None  
**Status:** Full-time, exempt, salaried  
**Salary:** \$70,000 USD  
**Location:** Remote  
**Degree required:** None

**Benefits:** Medical, Dental, Vision, Flexible Spending Account, Dependent health insurance coverage, Abortion procedure funding, Paid time off, Sick time, Paid parental leave, Retirement savings, Employee Assistance Program, Commuter benefits, Life insurance, Long term disability insurance, Short term disability insurance, Legal benefits, Pet insurance

## Job Description

We Testify is hiring a Digital Media Coordinator to elevate the voices of abortion storytellers through creative social media content, spread the organization’s vision of culture shift through innovative campaigns and engaging content, and maintain the organization’s brand identity through graphics and videos. You’ll create trendy TikToks reminding supporters that everyone loves someone who had abortions, edit videos explaining what people can expect when they have abortions, and design graphics illuminating the We Testify abortion storytellers’ voices and experiences. The Digital Media Coordinator will support visionary campaigns that reflect our abortion experiences, engage with our supporters through We Testify’s social media accounts, and challenge the people who love us to think deeper about our full spectrum of experiences.

**Apply at:** [wetestify.org/jobs](https://wetestify.org/jobs)

## Digital Media Production (approximately 70% of the position)

The Digital Media Coordinator is responsible for managing We Testify’s social media accounts, including Instagram, TikTok, Twitter, and Facebook accounts with engaging and affirming content centering the experiences of people who have abortions and relevant news cycle topics. Common duties include:

- **Social media content creation:** create and develop social media content and social media strategies engaging and centering people who’ve had abortions
- **Video content creation and editing:** envision, produce, and edit video content featuring staff and storytellers sharing We Testify’s vision and values, campaign messages, and responding to cultural moments
- **Graphic design:** ideate and create graphic design templates for social media content highlighting We Testify staff and storytellers in the media, cultural moments, and We Testify’s messaging and values
- **Content calendar coordination:** create and maintain the social media content calendar ensuring a consistent balance of evergreen content, timely cultural responses, and campaign implementation
- **Online engagement:** engage We Testify’s audience through responses including but not limited to responding to questions, appreciation for story sharing, building connections, elevating with partner organization’s social media content
- **Storyteller engagement:** elevate social media content of We Testify storytellers and engage with them on social media, and support them should they receive harassment or threats

- **Brand management:** develop, implement, and maintain We Testify’s voice, language, and style guide, brand guide, and other values-aligned assets in all messaging, communications, communication and donor campaigns, and social media

## Campaign Coordination (approximately 20% of the position)

The Digital Media Coordinator is responsible for supporting the Communications Department with the execution of campaign projects to increase the visibility of storytellers and values-based messaging in partnership with the We Testify staff, organizational partners, and consultants. Common duties include:

- **Campaign coordination:** design support, development coordination, and implementation of campaigns to elevate We Testify’s values, messages, and the experiences of people who have abortions
- **Partnerships:** work with We Testify staff and partner organizations to develop and implement joint campaigns to elevate the voices of and shift the narrative about people who have abortions
- **Engagement:** encourage campaign engagement with We Testify storytellers and partner organizations and disseminate campaign materials to ensure participation and engagement
- **Website maintenance:** manage and update the We Testify website and any sub-brand and campaign websites

## Other Duties (approximately 10% of the position)

All staff are responsible for completing administrative work to ensure smooth organizational operations and other duties as assigned. Common duties include:

- **Administrative work:** maintain and submit expense reports for individual’s corporate credit card and reimbursements, honorarium requests, vendor payments, approving timesheets, and other paperwork
- **Participation in meetings:** ongoing participation in abortion storyteller retreats, staff meetings and retreats, NEO Philanthropy all staff trainings, movement conferences, rallies, press conferences, and partner meetings and convenings
- **Professional development:** attend professional development and management trainings as part of ongoing learning and education
- Other duties as assigned, within reason

## Candidate Experience Qualifications

- Personal experience with abortion storytelling.
- Two or more years of experience working in digital communications and social media marketing.
- At least one year of experience using Adobe Suite, Photoshop Illustrator, and/or Canva for original graphic design creation.
- At least one year of experience producing and editing video content for a brand.
- Demonstrated ability to communicate verbally and in writing in English fluently, with correct grammar and punctuation, and free from errors. Ability to communicate verbally and in writing in Spanish is a plus, but not required.
- Demonstrated commitment to abortion access and reproductive justice.
- Demonstrated belief in social justice values, including centering Blackness and anti-racism, trans and nonbinary people, and people living on low incomes.
- Ability to manage one’s own workload, set daily tasks, determine priorities independently, handle challenging situations using critical thinking skills, and manage several projects simultaneously.
- Ability to collaborate creatively with colleagues and organizational partners on a variety of timelines with competing priorities.

- Ability to be responsive to a variety of storyteller needs and experiences with empathy, sensitivity, and care, and maintain storyteller's confidentiality.
- Appreciation of a culture of giving and receiving feedback.

## We Testify's Work Environment

- We Testify is an organization founded by and 100% staffed by people who have abortions.
- We Testify is a virtual workplace, thus employees must be able to work from home or a co-working space. The position is remote and not bound by a specific location.
- We Testify's office maintains a four-day work week and is open Monday through Thursday. Work hours vary by time zone and supervisor approval.
- We Testify employees are able to take time off to observe holidays and private observances, including birthdays and abortion anniversaries.
- Employees must be able to engage in communication using a combination of tools, including email, Slack, Google Suite, video conferencing, and other digital work platforms.
- The position requires moderate travel to conferences, retreats, and meetings, often overnight.

We Testify is an equal opportunity employer and is committed to an equitable workplace. We Testify seeks to build a thriving and diverse staff with regard to abortion experiences, race, ethnicity, economic stance, religion, physical ability, age, gender identity, sexual orientation, and location. We Testify is dedicated to the leadership of people who've had abortions, including those who navigated financial, logistical, and legal barriers to abortion, queer, trans, and nonbinary people, people with varying abilities, Black, indigenous, and other people of color, young people, formerly incarcerated, immigrant and refugees, people from disenfranchised and disinvested communities. International candidates are welcome to apply. We deeply encourage applications from people with these identities.

## We Testify's Employee Benefits

We Testify is fiscally sponsored by NEO Philanthropy, thus workplace benefits are administered by NEO Philanthropy. Benefits include: medical health insurance administered by United Healthcare, dental insurance administered by Mutual of Omaha, vision insurance administered by Mutual of Omaha, flexible spending account, dependent health insurance coverage, abortion procedure funding, paid time off, paid sick time, paid parental leave, retirement savings account with 3% employer contribution, employee assistance program, commuter transportation benefits, life insurance, long term disability insurance, short term disability insurance, legal benefits, and pet insurance.

## About NEO Philanthropy

Launched in 1983 as Public Interest Projects, a 501(c)(3) public charity, NEO Philanthropy, a mission-aligned and values-forward social justice philanthropy organization, is a New York-based national leader in innovative philanthropic solutions. NEO is proud of its work on behalf of some of the most critical social justice issues of our time, including immigrant and refugee rights, anti-human trafficking, voter engagement/civic participation and non-partisan pro-democracy elections work; racial justice; LGBTQ equality; reproductive freedom and more. Dynamic and growing, NEO leads large-scale collaborative grantmaking funds on a range of social justice issues, provides fiscal sponsorship and management to projects and campaigns, manages donor-advised funds and develops organization and field-focused capacity-building initiatives.

## How to Apply

Interested candidates should submit their application via We Testify's website at [WeTestify.org/jobs](https://www.wetestify.org/jobs). Applicants should submit their résumé, optional cover letter, and fill out several application questions pertaining to the position's qualifications, and their interest in the position. Due to limited staff capacity, only qualified candidates will be invited for an interview via email. If you require additional accommodations to submit your application, please email [info@wetestify.org](mailto:info@wetestify.org). *Please, no application inquiries via phone, email, or social media.*