



Opportunity: Online Engagement Specialist, Social Venture Partners International

Are you a storyteller at heart, with an interest in transforming the field of philanthropy? Does the possibility of connecting a global network of social change makers and philanthropists through digital community building energize you? Have you worked with a variety of stakeholders or do you understand how to build content channels for different communities, including those that philanthropy has traditionally not engaged? Do you enjoy documenting and presenting information with visually exciting slides, video, audio, or written content?

SVP International (SVPI) is looking for a resourceful and strategic story curator to join our team in a new role as our Online Engagement Specialist. In this role you will tell stories of the SVP Network and amplify SVPI's work and that of our 44 affiliates around the globe into the broader philanthropic sector. You will be responsible for leading our online efforts and you'll use and learn about the latest online technologies and apply them to our work.

You will be a key member of the SVPI team as we organize our global network of affiliates in eight countries and 3500 individual SVP Partners to demonstrate new models for more community-centered philanthropy, catalyze resources towards systems change and innovation, and influence philanthropists to provide communities what they need most. If the opportunity to build this new program area and run online community building campaigns excites you, then we should meet!

The Online Engagement Specialist reports to the Director, Global Innovation and Expansion. SVPI is a small but nimble team that works closely together. This role will also work on projects led by the Director of Development and the CEO.

Primary Areas of Responsibility

Online Community Building (40%)

- Lead and execute SVPI online strategy (web, email, and social media) to improve SVP brand presence and increase the visibility of SVPI in channels followed by other major philanthropic institutions and potential or existing individual partners
- Design digital campaigns that align with organizational and network goals
- Coordinate and manage the creation of all digital content such as website, blogs, infographics, videos, podcasts
- Re-establish and maintain our web presence
- Maintain and manage all our social media channels
- Leverage platforms to build our online community in connection with local SVPs, who are primarily located in North America and India
- Lead online recruitment and registration for SVP International events
- Research and apply best practices for online engagement by staying abreast of the current best campaigns, especially among global brands and national campaigns
- Support CEO's online leadership voice for channels such as Twitter and LinkedIn
- Regularly track and get insights into comparable organizations' strategies
- Suggest strategies and methods for improvement, in alignment with data and current trends
- Work with team to develop new mechanisms for revenue generation using online mediums
- Stay up-to-date with digital media technologies and latest trends

Storytelling and Reporting on Network Learning (40%)

- Connect with SVPs around the world and SVPI team members to find and tell stories of learning and practice
- Distill stories into compelling e-newsletters to different stakeholder groups
- Create compelling stories/blog posts for distribution beyond the SVP Network

- Learn about and help refine our SVP International voice so communications promote an equity lens, by which we mean: centering relationships, shifting and sharing power, building bridges and centering marginalized voices
- Create compelling audio/visual, powerpoint presentations, or written reports to synthesize learning, best practices, and case studies from the Network
- Curate and promote an online resource center for peer exchange and learning
- Build trusting relationships with the people in our network through one-on-one and group interactions
- Organize SVPI staff and board to find stories for promotion on social media

Supporting Network Connections (20%)

- Support SVPI Leadership Team in design of cohorts and communities of practice, and coordinating execution
- Support SVPI Leadership Team in design and execution of in-person events
- Use problem solving and knowledge of the network to respond to inquiries from network stakeholders
- Work with SVPI team to onboard and engage SVP affiliate staff and board members across the network
- Work with Development Director to implement online fundraising initiatives
- Maintain systems for list building and easy web and email updates

Percentages are rough estimates and vary depending on the time of year. List of tasks is meant to be indicative of the kind of work, but is not exhaustive as we hope this person will bring their creativity and new ideas of what we can do together to the work.

In the year ahead your work will likely include...

- Overseeing the launch of a new website and online community, working closely with the SVPI leadership team and a web developer consultant (tbd)
- Researching and adopting new tools to level up our engagement strategies, including audio and visual tools
- Joining the SVPI staff team and engaging with our network while helping to pull off the following in-person events learning events in Philadelphia, PA; Raleigh, NC; and Pune, India.
- Helping us develop a strong global voice
- Experimenting with new mediums (for SVPI) and figuring out which ones are best for engaging our many stakeholders
- Supporting robust and consistent content creation and sharing that builds trust with various stakeholders during a time of change and transition
- Supporting the team in reviewing membership agreements and messaging about the value of membership in the SVP network

More About You

You will be successful in this role if you bring the following core attributes:

Community and Network Oriented: You bring a community engagement – user centered design - lens to your work, figuring out many different ways for people to participate and grow their connection to the organization. You enjoy network theory and/or have experience participating in a networked organization model. Although you're a digital community builder, you also know when it's important to pick up the phone or suggest an in-person meeting.

Hands-on: You are an organizer and campaigner at heart. You proactively bring forward new ideas, ways to achieve big goals and you have the implementation ideas to back it up. You are a hard worker with a high energy level, willing to collaborate with your team to meet collective goals amidst shifting priorities. You are innovative, self-motivated, able to manage multiple projects well, working both independently and as a team member.

Strategic: You are adept at receiving input from many sources, asking thoughtful questions and forming a well-organized plan. You can identify and seek out input when you know it's needed to move your work forward. You use surveys when needed to pre-vet ideas with stakeholders, and sometimes to build buy-in

Resourceful: You are able to put resources to good use, but budget does not get in the way of you creating and sharing compelling content. You can pull together an email in a couple hours if needed, but you're also up for

creating content campaigns that tie together across weeks. You enjoy setting your own deadlines but you also are not bothered about a quick turn around to get content out.

Flexible: You are flexible and adaptable, excited by the opportunity to work virtually and in a network setting with multiple affiliates or locations. You enjoy a collegial, team environment but can manage your work effectively in a remote setting. You are emotionally mature with a good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations. You don't mind pinch hitting on a task to help out your team.

Equity and Justice Practitioner: You have personal or professional experience with, understanding of, and can articulate effectively what it means to be part of a historically impacted group and how this relates to philanthropy, power dynamics, and systems change. You are eager to be an agent for change and use your personal power to advance more equitable systems. You think outside of the North American experience and are eager to develop an online community that serves people of differing cultural and economic backgrounds.

Learning Mindset: You are hungry to learn and grow both for your own professional development and in service to understanding the experiences of others. You enjoy a culture of continuous feedback and are willing to share your learning edges. You look outside of your own organization for learning opportunities, consume the digital content of other high performance entities, and bring those learnings into your work.

Requirements:

- Minimum 2 years of professional work experience
- 2+ years experience with any combination of the following: digital/social media, online community, and email strategy that drives audiences to action, with an understanding of what makes for compelling content and which channels make the most sense (such as Twitter, Instagram, WhatsApp, LinkedIn, Facebook and TikTok) for different audiences
- 1+ years experience using analytics to inform online engagement and website content development
- Strong writing skills, with good instincts when it comes to recognizing and developing a good story
- Comfort with website content management systems and e-mail communication tools
- Quickly able to adapt and utilize new technologies
- Ability to work virtually and in a network setting with multiple affiliates or locations
- Proficient in MS Office and Google Suite
- Experience with Survey Monkey, Slack, Zoom, CRM (Salesforce preferred)
- Team oriented approach and willing to engage thoughtfully across differences of cultures, nations, language, class, race, ability, gender, race, sexual orientation etc.
- Ability to travel within and outside of the USA and internationally as necessary, estimated about 15% of the time, though there may be times of the year that require heavier travel than others, (including some regional/west coast travel with more limited notice; travel often includes long days and evening engagements)

Strong candidates will have at least some of these additional qualifications:

- Some professional experience with video/audio content creation and promotion
- Good knowledge of Photoshop, Final Cut Pro, or other media editing software
- Ability to do some graphic design work (Canva, Photoshop, or other tools) to create simple images for online use, update email templates, edit photographs, etc
- Knowledge of web design
- Demonstrated success in growing and engaging a diverse and active online community
- Experience creating high quality presentations, memos, and delivering content in an online community setting
- Strong presentation and phone/online call skills, comfort with tools like tele-townhall and Zoom, and the desire to continue growing these skills
- Experience working with translation services and producing content and programs for audiences where English is not a first language
- Familiarity with focus groups and/or other qualitative human/user research
- Understanding of stakeholder analysis and identification processes, list building and segmentation

- Experience with audiences outside of North America

4. Compensation and Benefits This is a full-time exempt position that requires a willingness to work as needed in early mornings, evenings, and weekends to adapt to global time zones. The expected salary range is between \$42,000-\$50,000 depending on experience and skills, with the opportunity to grow responsibilities and compensation in the coming years.

Compensation includes a generous benefits package (with employer paid-premiums) including health, dental, and vision insurance, 15 days of paid vacation, 2 personal days, 8 paid holidays, plus an office closure for the days between Christmas and New Year's day. Staff are also eligible to participate in SVPI's retirement plan and receive up to a 3% match of their salary. Expenses for and during travel are covered through a company credit card and staff are reimbursed up to \$150/month for their personal cell phone, home internet expenses, and/or a coworking membership. Staff are also invited to extend their work trips to include weekends or vacation time at their own expense.

5. Location and Timing Greater Puget Sound Region, primarily work from home/co-working space, weekly internal meetings via Zoom and in person, and regional, national, and international travel. This position can be based in Seattle, WA or in the surrounding Puget Sound Region. After six months on staff, the person in this role will be eligible for remote working flexibility for up to a week at a time, dependent on job function and manager approval. After the first year, based on continued strong performance, may be based elsewhere in the USA within three hours driving time to Seattle, WA. Successful candidates will need to have a valid passport and proof of eligibility to work in the United States prior to starting. We hope to have this person start in May, but can be flexible for the right candidate.

6. Commitment to Equity SVPI knows that having a Board, Staff, and Partner base with diverse personal and professional backgrounds enhances our ability to meet our mission and creates a vibrant environment where all members of our community thrive. SVPI is an equal opportunity employer that embraces diversity and does not discriminate in employment on the basis of class, race, color, sex, marital status, sexual orientation, gender identity, veteran status, political ideology, age, creed, religion, ancestry, national origin, or the presence of any sensory, mental, or physical disability. We strongly encourage applications from people of color, immigrants, women, people with disabilities, members of the LGBTQ community and other underrepresented and historically marginalized groups.

7. Application Instructions Please submit a PDF of your cover letter and resume and a PDF packet of work samples to jobs@svpi.org by **March 26th**. We will begin phone screening on a rolling basis. In your cover letter, share how your experience aligns with the noted responsibilities as well as the attributes, qualifications, and requirements. Please also submit two work samples as a PDF packet: a relevant email, memo, or blog post that demonstrates your writing, and one other example of you choosing (audio, video, website, presentation, infographic, etc are all welcome - for large files that you cannot email, please provide us a link in the pdf) and a paragraph explanation of why you chose these examples.

8. About SVPI Social Venture Partners (SVP) is a global network of engaged philanthropists and social innovators. We connect 43 affiliates in 8 countries, into a combined network of more than 3,400 donor Partners that have collectively invested more than \$70 million in 900 nonprofits.

At its core, SVP fosters collaborative solutions to critical social challenges. Partners collaborate with each other and community partners – through grants, consulting, coaching, and collective action – to address root cause issues facing their communities. Each SVP affiliate invests in their local community, but is connected to the global movement led by SVP International (SVPI). Together, we envision a world where the people closest to – and impacted by – problems in our communities have the power and resources to develop and implement solutions. SVPI operates as an independent nonprofit with a staff team of 5 and an annual budget of approximately \$1 million.