



Senior Director, Digital Programs & Education

About The National Campaign

The National Campaign to Prevent Teen and Unplanned Pregnancy works to ensure that all children are born into families committed to and ready to raise the next generation. Our goals over the next ten years are to: 1) reduce teen pregnancy by 50 percent; 2) reduce unplanned pregnancy among women age 18-29 by 25 percent; and 3) reduce racial/ethnic and socioeconomic disparities in teen and unplanned pregnancy rates by 50 percent. We address the complex factors that lead to unplanned pregnancy through policy, research, capacity-building, convening, and strategic communications. We approach our work in an evidence-based, non-partisan, non-ideological way. We focus on five strategies critical to reducing teen and unplanned pregnancy: 1) Make it the norm among young people to act consistently with their decisions about if and when to get pregnant; 2) Ensure that all young people have a trusted adult or social network with which they can discuss sex, relationships, and their futures; 3) Ensure that everybody has reliable, resonant, and accurate information about sexual health, including all contraceptive methods; 4) Ensure that everybody has full access to the full range of contraceptive methods within 60 minutes of where they live; and 5) Make pregnancy planning standard practice in settings influential in the lives of young people, such as education. In 2011, The National Campaign launched Bedsider, an evidence-based and ground breaking birth control information and access network for 18-29 year olds. Reaching more than 10 million young people every year, Bedsider is regarded as one of the largest and most trusted sources of sexual health and contraceptive information and support tools in the country.

Position

The Senior Director of Digital Programs & Education will be responsible for the administration, management, and strategic direction of the Bedsider program to advance its impact and reach. S/he will also develop, lead, and implement other digital strategies focused on behavior change through the organization's additional digital properties. This senior level position requires a seasoned leader in developing digital education programs and movements that are user centered and relevant and resonant to a myriad of diverse audiences from teens to young adults to professionals. The candidate must have a passion for behavior change, deep familiarity with behavior change models, and a history of using multiple digital communications and marketing strategies and tactics. As well, the candidate must have a desire to ensure that all young people—no matter who they are or where they live—have the power to decide if, when, and under what circumstances to get pregnant.

Responsibilities

Responsibilities include, but are not limited to:

- Leading and managing all aspects of The National Campaign’s Bedsider program.
- Translating other National Campaign programs and goals into digital strategies that activate and engage multiple audiences towards behavior change.
- Understanding that decisions about health compete with other factors in an individual’s life, and developing and promoting social and behavior change digital communication solutions that reflect this reality.
- Developing and implementing low-cost/no-cost digital strategies.
- Working with other National Campaign staff in developing effective strategies to activate and engage audiences; particularly young adults throughout the entire organization’s work as well on its other digital properties
- Creating and disseminating engaging content and helping develop overall outreach and brand building efforts.
- Working with colleagues to create a system of metrics to measure, evaluate, and make necessary changes to the organization’s digital education efforts.
- Assisting in The National Campaign’s Select 360 consulting efforts that include training on, and licensing of, digital assets.
- Represents The National Campaign in nationally recognized forums, including thought leadership forums.

Qualifications

We are looking for someone who will think big, embrace innovation, and seek new ways of addressing issues. S/he will be collaborative and proactive; value diversity of thought, backgrounds, and perspectives; be responsible, conscientious, adaptive, and resourceful. S/he will be able to comfortably embrace a non-ideological “big tent” approach to sexual health and unplanned pregnancy prevention and be passionate about creating a culture in which all young people can thrive.

S/he will be/have:

- A Master’s degree and at least 10 years of relevant work experience (required).
- The ability to develop and implement creative strategies that engage a diverse range of audiences by building on current efforts and initiating new strategies.
- A proven record of working collaboratively across departments to complete assignments and deliver results.
- Familiar with science-based behavior change models and learning theories.
- Up-to-date with current scientific research on other successful digital strategies that have led to the adaptation of relevant and resonant interventions.
- Experience using design thinking/user-centered design methodology as a framework for developing innovative digital approaches to changing behavior.
- Familiar with changing behavior through “small, doable actions”—recognizing that individuals rarely go from current behavior to “ideal” behavior at once.
- Familiar with campaigns focused on teens (13-17) and young adults (18-29) and able to develop digital approaches to successfully engage both of these audiences.
- Strong project management and organizational skills.
- Excellent written and verbal skills; strong attention to detail.
- Ability to work on numerous projects simultaneously. Ability to work independently on long-term projects. Ability to lead and to work as part of a team.

In addition, the candidate will have the following attributes:

- High degree of creativity, initiative, and resourcefulness.
- A passion for the written word, but also audio and video content as well.
- Knowledge of the needs of diverse communities nationally and experience with using a health equity lens to develop solutions to address those needs.
- Ability to effectively present ideas and solutions in public settings, including speeches and presentations.
- The ability to complete assignments independently in accordance with accepted practices with an eye for resolving any conflicts that may arise.
- Strong research and analytical skills in order to evaluate the performance of activities.
- Knowledge and skill in the use of technology, including software used to construct or access databases for word processing and use spreadsheets and database software to prepare reports, maintain databases, and track information.
- Experience using social media sites including any or all of the following: Facebook, Twitter, YouTube, Tumblr, Pinterest, Google+, Snapchat, and Instagram.
- Experience in web development and development platforms.
- A self-starter who can solve problems creatively, multi-task productively, follow through, and meet deadlines.

Salary and benefits

Salary is competitive and commensurate with experience. The National Campaign has an excellent benefits package including health, dental, and vision insurance, 403b, flexible spending accounts, flexible work schedules, and generous leave. This is an exempt position.

The National Campaign is committed to maintaining a diverse staff and an inclusive, multicultural environment. We are proud to provide equal employment opportunities (EEO) to all employees and applicants without regard to actual or perceived race, color, religion, national origin, parenting status (including pregnancy, childbirth, or related medical conditions), age, marital status, sexual orientation, gender identity or expression, veteran status, uniformed service member status, disability, or any other characteristic protected by law.

Application

Date: November 6, 2017

Please send a cover letter and resume to:

recruitment2@thenc.org

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The National Campaign to Prevent Teen and Unplanned Pregnancy
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