POSITION ANNOUNCEMENT – January 7, 2009
INTERNET DIRECTOR

1Sky (www.1sky.org) is a highly collaborative new national campaign in the United States catalyzing a society-wide movement in support of bold federal action to tackle global warming. The 1Sky policy platform represents the scientific bottom line – the solutions we must implement immediately to avert catastrophic climate change and transition to a green economy. The 1Sky strategy combines dozens of allies nationwide in a campaign driven by powerful field and organizing, voter education, and Internet and communications strategies to communicate a highly visible public demand for Congress and the President to implement the 1Sky platform as quickly as possible. 1Sky is building a central staff of approximately 15 located Takoma Park, MD, that works cooperatively with 1Sky allied organizations and individuals around the country to carry out our mission.

The Internet Director will be a full-time senior strategist and manager within the organization who will lead the effort to shape our online communications, advocacy and fundraising strategies. The Internet Director reports to the Campaign Director, and oversees the Online Communications Coordinator and the Online Community Organizer, and a paid fellow.

PRIMARY RESPONSIBILITIES

• Lead all 1Sky efforts to use the internet to reach internal and external organizational goals

• Develop and implement strategic quarterly plans for each aspect of our online activities, based on the organization’s overall campaign plan, including fundraising, communications, and advocacy

• Keep up-to-date on emerging technologies and applications and the opportunities to integrate them into our operations and activities, including participation in relevant events and conferences

• Work with other relevant directors in policy, field, and communications to develop, implement, and evaluate online components of their work

• Write original copy and work with other writers to develop fresh content for website at www.1sky.org and email communications

• Build and maintain relationships with counterparts at other organizations and with new media personalities and outlets to facilitate working partnerships and learning opportunities; manage high-level partnerships with allies and partners for major campaign initiatives

• Quantify and qualify impact of online efforts at regular intervals and via ongoing internal or funder-related reports
• Oversee the work of the internet team, including the direct management of the Online Communications Coordinator, the Online Community Organizer, as well as appropriate fellows/interns; Oversee recruiting and hiring process for all internet team positions

• Get results through others by leveraging and effectively managing relationships with technology vendors, partners, and consultants

• Evaluate new media and technology opportunities presented to the campaign

• Assist Campaign Director in managing the1Sky brand and maintaining consistency of logo and visual communications across all mediums

• Serve as a public-facing representative of the campaign across multiple settings but especially among the online media, technology, and political communities

• Leverage personal and professional network to introduce new partnerships and opportunities that contribute to achieving campaign goals

• Contribute to setting overall campaign strategy and direction in coordination with other directors

PROFESSIONAL REQUIREMENTS

• Proven success implementing creative strategies in web-based activism and fundraising
• At least five years experience managing large, well-trafficked websites
• Understand social networking communities and other current and emerging technologies enough to direct their application, envision their possibilities, and manage staff who will deploy them
• Proven ability to produce compelling and effective email and web copy
• Bachelors degree in Communications or related field.
• Excellent detail-oriented project management
• Enjoy working under pressure, under deadline, and can think quickly on your feet
• Effectively work as a team member, equally able to inspire and take direction from others

START DATE: ASAP

SALARY: Salary, commensurate with experience. An excellent benefits package is offered.

SUBMISSIONS: Cover letter detailing qualifications for the position, resume, and contact information for three (3) references from your most recent employment.

APPLICATION DEADLINE: Rolling, please send immediately

PLEASE SEND APPLICATIONS TO: jojointheinternetteam@1sky.org putting Job Application: Internet Director in the subject line.

NOTE: We are only accepting applications by email. Please do not make any inquiries about the position or the status of your application. Because of the volume of applicants we anticipate, we cannot respond individually to each application. We will contact those applicants that are of interest to the Search
Committee directly.

1Sky is an equal opportunity employer. We carefully consider applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, disability, marital or veteran status, sexual orientation, or any other legally protected status.