



**Position:** Vice President, Digital Media Innovation

**Organization:** Accelerate Change

### **Position Summary**

Accelerate Change is seeking an experienced leader who is steeped in both the digital media world and the progressive social change world to advise and support multiple high-growth, digital organizing ventures.

**Location:** Flexible. You will mostly work remotely with the option to work from home or in a co-working space. Some travel (every 2-3 months) may be required.

### **About Accelerate Change**

Accelerate Change is a nonprofit (c3/c4) lab dedicated to catalyzing new scalable, financially-self sustainable models for progressive citizen organizing. Accelerate Change is particularly focused on developing new organizing models that engage communities of color and low-income communities, as well as organizing models that bring together diverse citizens across class and race.

We help social change organizations build the people power and financial resources needed to make the lasting public policy changes needed for all communities to thrive. Drawing upon the lessons from some of the largest and most impactful social change institutions, our theory of change is based on the idea that membership organizations can experience explosive, financially sustainable growth when they provide a robust set of benefits and services that have an outstanding value to the people they seek to organize (“functional organizing”). Learn more about our model for scalable citizen organizing in the article, [“The Secret of Scale”](#) from the Stanford Social Innovation Review.

Accelerate Change helps start-up ventures and established organizations scale their relationships with constituencies using lean startup methodologies and other business strategies. We focus on testing services (digital and offline) that provide real value in people’s everyday lives and are financially self-sustainable. Read more about our approach to experimentation in the article, [“The Promise of Lean Experimentation”](#) also from the Stanford Social Innovation Review.

Accelerate Change’s team of 12 staff bring a diverse mix of tech, business, organizing, and media backgrounds and deep experience with the diverse communities that we engage.

### **Accelerate Change Digital Organizing**

This *Vice President, Digital Media Innovation* role is focused on Accelerate Change's portfolio of digital media ventures and experiments.

Accelerate Change incubates some of the fastest growing digital organizing ventures in the country with a particular focus on organizing in communities of color and low-income communities. Examples of incubated ventures include:

- PushBlack: PushBlack builds trusted subscriber relationships with African-Americans through daily black history and news stories that then lead to political and advocacy action. PushBlack has grown to over 2 million mobile messaging subscribers (SMS+Messenger) over the past two years.
- Revolution English: Revolution English, a project of the Fair Immigrant Rights Movement, has developed a financially self-sustainable model for providing online English lessons to over 400,000 immigrants and also providing these immigrants with links to resources, information, and advocacy opportunities.

In addition to incubating new ventures, Accelerate Change also works with a select group of established progressive organizations, including Human Rights Campaign, the Sierra Club, Parents Together, and the National Domestic Workers Alliance, to experiment with new digital media initiatives.

### **Job Description**

The *Vice President, Digital Media Innovation* will lead incubation support for 2-4 progressive digital media ventures at a time. Representative job responsibilities for the Vice President include:

- Advising and supporting the lead entrepreneurs and team of incubated digital media ventures on the processes of ideation, market research, customer discovery, minimum viable product development and experimentation, data analysis, product iteration, and scaling up.
- Overseeing and developing 2-4 staff who run experiments.
- Working with Executive Team to set the strategy and methodology for Accelerate Change.
- Engaging with partner organizations in the progressive digital media sector.

### **Qualifications**

Accelerate Change is seeking a senior leader with extensive digital media experience. Applicants must be high energy and enthusiastic, possess strong leadership skills, be extremely well-organized and detail-oriented, and have a clear commitment to advancing social justice.

The most important attributes for the *Vice President, Digital Media Innovation* are:

- Digital Media and/or Digital Organizing Experience: Extensive experience running digital media ventures and/or digital organizing ventures.
- Lean Startup/Rapid Experiment Experience: Extensive experience implementing lean startup methods or other rapid experimentation methodologies (can be in the for-profit or nonprofit sectors; startup or large organization/company settings); deep experience developing products and services and marketing those services to a wide range of users.
- Business Model Development Experience: Has developed sustainable business models (earned revenue or small donor) in nonprofit or for-profit ventures; highly skilled with spreadsheets and revenue, growth and expense modeling.
- Deep Experience with Communities of Color and Low-income Communities: Extensive life and work experience with the diverse communities Accelerate Change focuses on, particularly communities of color and low-income communities.
- Commitment to Social Justice: Accelerate Change is a mission-driven organization focused on creating progressive policy and political change, particularly with low-income communities and communities of color. Applicants should have demonstrated a commitment to social justice and social change through their work and volunteer experiences.

Applicants must also:

- Have at least 10 years of post-college work experience
- Have experience building robust and sustainable institutions (for-profit or nonprofit)
- Be highly proficient with basic computer software, web research, and social media
- Display exceptional interpersonal, communication, and writing skills
- Be team-oriented and enjoy working collaboratively with team members working remotely around the US

Additionally, we highly value applicants who are fully fluent in Spanish.

**Compensation:** Competitive salary and benefits package commensurate with experience.

**To Apply:** Please address your resume and cover letter to Peter Murray, President, and send to [jobs@acceleratechange.org](mailto:jobs@acceleratechange.org) with the subject “VP, Digital Media Innovation - Application”.

Accelerate Change is a project of the Center for Public Interest Research which is an equal opportunity employer.