Position: Manager, Social Justice Messenger Bots [Chatfuel] - Remote in the US
Organization: Accelerate Change
Direct Reports: N/A
Location: Full-time, 100% remote position (from home or co-working space) based in the US with occasional travel once every 2-3 months

Accelerate Change is seeking a mission-driven, fast-learning, relentlessly creative Manager for Social Justice Messenger Bots who will use their knowledge of the ins and outs of Chatfuel to help new and established progressive social ventures increase the political power of communities of color and low-income communities.

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 that communities need 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. 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 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. Incubated ventures include:

● PushBlack, which builds trusted subscriber relationships with African-Americans through daily black history and news stories that then lead to political and advocacy actions. PushBlack has grown to over 3.5 million mobile messaging subscribers (SMS+Messenger) over the past 2 years.

- Revolution English, which has developed a financially self-sustainable model for providing free online English lessons to over 1 million immigrants, and also providing these immigrants with resources to get better jobs, immigration help, and advocacy opportunities.
- Pulso, a new venture launched in 2018, which builds political power in the Latinx community.

Accelerate Change also works with a select group of progressive organizations, including the Sierra Club, National Domestic Workers Alliance, AFSCME, and Pantsuit Nation to experiment with new digital media initiatives.

Accelerate Change's team of 27 staff bring a diverse mix of tech, business, organizing, and media backgrounds and deep experience with the diverse communities that we engage.

About the Position
We work with a network of groups that all use Chatfuel to build the Messenger bots that drive massive social change with millions of people. Working in Chatfuel isn't that common in the social justice space, so normally we have to train new hires on how to use Chatfuel. For this role, we're looking for someone who can hit the ground running from day 1 on executing Lean experiments in Chatfuel.

If you want to use your Chatfuel skills to drive progressive social change, we want to talk to you!

Responsibilities
Here's what you could expect to do as Manager, Social Justice Messenger Bots:

Build Messenger bots in Chatfuel
- Here's the most important thing we need from you: you have to know how to build Messenger bots in Chatfuel really well. That means you understand how to build broadcasts with go to blocks, sequences, gallery cards, buttons, quick replies, typing, gifs, images, and/or videos. That means you understand how to ask for a user to input their phone and email, how to schedule a broadcast for later or send one ASAP, how to assess data in the People tab, and how to send data to a database with a json call.
- In addition to building bots yourself, we'd look to you to help teach others how to use Chatfuel, to share best practices across our network, and to innovate on new Messenger-based projects with an array of social justice groups.
- You'd work on the cutting edge of our Messenger experiments, constantly working with groups to test new techniques that can be applied across our network of bots.

Design and Run Lean Experiments for Social Impact
- You should be ready to hit the ground running and be able to design and implement Lean experiments in Chatfuel with all of our partners. Let's say Revolution English wants to figure out how best to teach pronunciation via Messenger. You'll do a deep dive into figuring out the best practices to do just that, and will work with the team to run a series of tests (iterating after each one) to hone in on the most efficient, impactful strategy.
- With our emphatic dedication to Lean principles, in every project you undertake you'll run focused, carefully designed tests to understand how to increase virality, revenue, and impact.

You'll also be able to analyze the data from experiments and tests that you and your teammates have run, looking for clear results to build on from test to test.
- You'll know that listening to users through customer discovery sessions is more important than coming up with ideas in a silo, and you'll be dedicated to being led by the constituencies our partners work with.

TBD!
- We work with a wide array of existing ventures at various stages of growth, and we continuously look for gaps that we could fill with new ventures, new business models, new monetization strategies, new organizing techniques, and new technologies. That means that what we're doing can and should shift as we seek to build innovative, impactful, sustainable solutions to the many challenges this country faces. Your flexibility and willingness to contribute new ideas will be critical to our success!

Qualifications
We are looking for someone who meets the following qualifications (required):

- **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. You have demonstrated a commitment to social justice and social change through your work and/or volunteer experiences, and you want to be part of a team of people who share this commitment.
- **You're great at Chatfuel.** You know how to do everything in Chatfuel that's listed above. If you don't know how to do one of them, you can learn obnoxiously fast.
- **Experience using Lean Startup methodology.** You've got significant experience designing and implementing projects that have used Lean principles. If the work you've done hasn't been labeled as "Lean" but it shares the Lean principles, that's fine. We also want to be sure you're comfortable working in the messiness of rapid experimentation at a startup.
- **Work independently and value being part of a team.** You're known as someone who gets things done, whether your task is creative or more technical. You prefer a mix of working on your own projects and thought partnering and learning from colleagues from diverse backgrounds. You'd be comfortable working remotely with team members based all over the country and you're no stranger to video calls.
- **Desire to work with a truly diverse set of progressive causes.** You should be down to help in any way imaginable to build voter turnout of African Americans and Latinos, run criminal justice campaigns, increase donations for environmental nonprofits, help bombard senators with calls to increase women's rights, design English lessons for immigrants, organize labor unions, and more.

We'd be especially excited to work with you if you have any of the following skills:

- **Comfort with a variety of digital tools and platforms.** You are proficient in using any of the following platforms and tools to accomplish business goals: Instagram, Facebook, SMS, WhatsApp, Facebook Ads, Google AdSense, Google Analytics, Wordpress, Crowdtangle, Buzzsumo.

- **Experience in any of these areas:** Podcasts, customer discovery, digital content creation, small-dollar fundraising, consumer products, sponsored content, in-person events, ambassador programs, local or national organizing, online advertising, business model generation, distributed organizing, influencer networks, conducting technical training.
- **Comfortable with numbers and analyzing data.** You're proficient with spreadsheets and are excited to wield your number-power for social change. Having a discussion about results from A/B testing, recent CTRs, and target CPAs is what you'd call a fun meeting.
- **Experience running technical trainings:** We'd love if you've trained people in the basics of Chatfuel before
- **Some technical skills:** You're able to hook Chatfuel up to a database, create webforms to collect zip codes, set up Stripe to process donations coming from Messenger, and/or you have experience with Wordpress, API integration, and project management tools like Trello.

Benefits
- $50,000 - $60,000 salary range depending on experience
- Flexible work hours
- Health care, with individual premiums fully covered and cost-share for dependents
- Educational loan assistance up to $300 per month
- 10 paid vacation days, 6 paid holidays, and 3 paid floating holidays each year
- 5 fully paid sick days and 10 half-paid sick days each year
- 401(k) plan after one year, with 100% employer match on the first 3% and 50% employer match on the next 2%

Apply
To apply, please upload your resume and tell us more about your experience using this application form.

Accelerate Change, a project of the Center for Public Interest Research, is an equal opportunity employer. We believe that people of color, people from working class backgrounds, women, and LGBTQIA+ people must be centered in the work we do. Hence, we strongly encourage applications from people with these identities or who are members of other marginalized communities.