



Role: Digital Media Program Manager (Full-time, Remote)

Organization: Pulso - A Digital Organizing Venture Increasing Political Power for Latinx Voters

Location: Full-time, 100% remote position (from home or co-working space) with occasional travel once every 2-3 months

About Pulso

Pulso is a digital organizing venture increasing the political power of Latinx voters across the country. We're building a digital platform that delivers daily content - via Facebook Messenger and Instagram - that's culturally relevant to our Latinx subscribers, thus cultivating deep, trusted digital relationships with them online and then leveraging those relationships towards political action offline. By 2020 Pulso aims to develop deep (daily or weekly) digital relationships with more than 1.5 million Latinx/Hispanic voters and to achieve financial self-sustainability. Our ultimate goal is to leverage this digital platform to advance policy change by building Latinx/Hispanic power through increased advocacy and voter engagement.

To see the digitally-based service we're building, search for "Project Pulso" in the Facebook Messenger app. You can also learn more about our work at <https://projectpulso.org/>.

Pulso is a project of Accelerate Change (AC), a nonprofit organization that incubates and supports social ventures. Drawing upon the lessons from some of the largest and most impactful social change institutions, AC's 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"). For more on AC's model for scalable citizen organizing read, "[The Secret of Scale](#)" from the Stanford Social Innovation Review. AC uses Lean Startup methodologies and other business strategies. For more about AC's approach to experimentation read, "[The Promise of Lean Experimentation](#)" also from the Stanford Social Innovation Review.

Position Description

The fundamental responsibilities for this role will be to 1) lead and execute experiments from start to finish that will shape the development, testing, optimizing and scaling of our digital organizing media service as well as 2) manage a staff of 2-4 team members and contractors who will support you in the building of experiments. The team roles will include a data analyst, product analyst, and technology associate.

Qualifications

We are looking for someone who is/has (required):

- Proven experience leading digital media experiments
- Highly proficient at designing digital media A/B tests and doing rigorous data analysis
- Adept in using a variety of technology tools, including most of the following: Facebook ads manager, Messenger bots, WordPress, Google Analytics
- At least 1 year of experience as an effective and supportive manager

- Committed to and understands the issues that concern the US-based Latinx community
- Demonstrated commitment to progressive ideals, social justice and social change through your work and/or volunteer experiences
- Highly entrepreneurial and thrives in a fast-paced, unstructured digital environment
- Understands and embraces rapid experimentation methodologies (e.g. Lean Startup)
- Detail-oriented
- Numbers-oriented (must be proficient with spreadsheets)
- Comfortable working remotely

We prefer someone who (nice to have, but not required):

- Loves to consume digital media and can often be overheard sharing podcast recommendations, insight from an article you recently read, or must-see threads on Twitter
- Is fluent in Spanish
- Has a sense of humor!

Salary & 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%

To Apply: To apply, please upload your resume, tell us more about your experience, and complete a quick math exercise using [this application form](#).

Pulso is incubated by Accelerate Change; 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.