



DIRECTOR, DIGITAL

Portland, Oregon or
Washington, D.C.

**We're seeking
a passionate
change agent**



Metropolitan Group

the power of voice



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About Metropolitan Group: A Social Change Agency

Metropolitan Group **brings more than 30 years** of helping the world's change agents create social impact. We are a full-service, strategic and creative agency that builds the power of voice and resources of the people, organizations and communities that drive social change. Since 1989, we've worked exclusively on behalf of social purpose, mission-driven organizations—some of the world's leading nonprofits, foundations, public agencies and socially responsible businesses.

We are a certified B Corp and have been recognized by the independent nonprofit B Lab as being one of the top 10 percent of companies worldwide for social impact. Metropolitan Group has offices in Chicago, Portland, Oregon, San Francisco and Washington, D.C., and a sister company, Impacto Social Metropolitan Group (ISMG), in Mexico City, Mexico.

In 2020 alone we:

- **Created Powerful Narratives** on: Health equity, arts and creativity funding, food system health and equity, ACEs, fighting voter suppression, IDD rights, anti-impunity/gender equity, health equity, mental well-being and numerous others!
- **Designed and Implemented Major Campaigns** to: Fight big tobacco, advance tobacco cessation, fight impunity, secure waivers ensuring meals for 30 million kids, meet the mental health needs of young people and many more!
- **Facilitated Co-creation of Strategies** to: Address/advance biodiversity strategies that break silos, access to substance abuse treatment and prevention resources, ED&I focus for transportation climate initiatives, integration of refugees and asylum seekers and engagement of philanthropic partners in earth observation.

- **Supported Peer-Learning and Capacity Building** to: Advance climate change health and equity, civil society strategic communication for social change, addressing racism and advancing environmental justice.
- **Conducted Numerous Research, Stakeholder Mapping, Leadership Development, Design and Digital Projects** to: Strengthen social impact organizations, coalitions and movements.

Recent Clients Include: Robert Wood Johnson Foundation, USDA Forest Service, NASA, Kresge Foundation, Ford Foundation, Trust For America's Health, American Heart Association, The Nature Conservancy, Rockefeller Foundation, National Council on Behavioral Health and many other social impact organizations.

We offer a range of services within **integrated practice areas:**

- **Strategic Communication:** Connect with people's core values to change narratives, build public will and advocate for behavior, practice and policy change, brand social purpose organizations and promote new social norms.
- **Intercultural Engagement:** Ensure resonance in communication, enable stakeholders to discover shared values, exchange ideas and craft solutions together to change systems, policies and practices that lead to a just and equitable world.
- **Organizational Strategy and Innovation:** Build visionary and actionable plans, support effective values-based organizational cultures, build capacity and skills—including equity, diversity and inclusion—facilitate implementation, and design evaluation and learning.

We are driven by our **values**.

For more information visit metgroup.com.

Metropolitan Group crafts strategic and creative services to amplify the power of voice of change agents in building a just and sustainable world.

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Position Summary

The Director working out of our Portland, Oregon, or Washington D.C., office will work on the digital team and in collaboration with members of the MG/ISMG team across the enterprise on a variety of client accounts in the areas of environment and sustainability, public health and social justice. Ideal candidates are comfortable in a collaborative, mission and impact focused billable environment. They are detail-oriented, have strong technical, writing and research skills, and thrive when working on and balancing multiple projects at one time.

General Responsibilities Include, But Are Not Limited To:

- Developing content strategies that align with clients' broader strategy communication goals and advance clients' digital KPIs.
- Providing account management with a focus on omnichannel digital campaign development and activation; and online community management.
- Copywriting for websites, social media, email marketing and other digital platforms.
- Partnering with digital advertising partners to lead cross-channel paid advertising campaigns.
- Conducting research, including online scans of website, social media and media coverage; quantitative research through polls, surveys, etc.; and qualitative research through interviews, focus groups, listening sessions, etc.
- Analyzing data and metrics to synthesize findings and develop recommendations and data analytics reports across social media, websites, email and text campaigns.
- Offering recommendations on U/X and U/I for website development projects.
- Supporting teams working on the design, implementation and evaluation of the full range of strategic communication, organizational development and intercultural engagement strategies for nonprofit, corporate, foundation and government clients.

- Contributing to client projects through writing, research, media relations and social media, as well as other areas of experience you bring.
- Supporting project management on selected accounts, including managing budgets, workplans, client updates, and team coordination and communication.
- Serving as a member of the MG team, providing ideas and input on strategic and creative challenges, assisting with project implementation, supporting internal projects and fulfilling other duties necessary for the success of the organization.

Requirements

- Education and/or experience in an area relevant to our work (public relations, marketing, digital, public health, environmental sciences, etc.).
- Minimum of 5–6 years of experience in a communication agency or an internal communication position.
- Excellent writing and communication skills.
- Experience with website content management systems, such as Drupal, WordPress Engine and SquareSpace.
- Experience with social listening tools, such as Keyhole, Radian6 and data analytics platforms, like Google Analytics.
- Knowledge of email marketing best practices and software.
- Proven track record of leading and evaluating large-scale digital campaigns.
- Demonstrated public relations or strategic communication experience.
- Bi-lingual or fluent in other language(s) (preferred).
- Demonstrated interest in social justice and racial equity.
- Experience working with diverse communities (preferred).
- Ability to work independently.
- Must be authorized to accept employment in the U.S.

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Expectations

- Provide high quality, professional consulting services and expertise to clients.
- Have upbeat, creative and professional demeanor.
- Be a team player and excel at team-oriented problem solving.
- Demonstrate an excellent work ethic.
- Contribute positively to the psychological safety of an intercultural environment.
- Support and embody the organization's values, goals and operating principles.

Hours

Professional hours of 40–45 hours per week, as well as any additional time necessary depending on client deadlines and internal projects.

Compensation

Digital Director is a full-time exempt position. The starting base salary for this position is \$68,000 per year, and is negotiable depending on experience and commensurate with company compensation structure.



Benefits

- All employees are eligible for bonuses based on individual and company performance.
- MG has a profit share program and distributes 20 percent of profits to employees based on an allocation formula.
- Employer-paid medical/vision insurance on the first of the month following employment start date.
- Dental insurance paid at 50 percent by employer on the first of the month following employment start date.
- Employer-paid life, short- and long-term disability insurance plans available on the first of the month following employment start date.
- Flexible Spending Accounts.
- Fifteen paid vacation days per year after the first 90 days of employment, plus one additional day accrued for each year of employment (up to a total of 20 additional vacation days).
- Ten days of wellness leave available per year, accruable up to 20 days.
- One month (30 days) paid sabbatical eligibility after each seven years of continuous employment.
- MG paid holidays include New Year's Day, MLK Jr. Day, President's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, the day after Thanksgiving, Christmas Day and a personal holiday of choice.
- Our 401 (k) retirement plan is available to employees in the first calendar quarter after six months of full-time employment. As a participant, you may make tax-deferred contributions into the plan up to the maximum allowable amount. MG will make an annual contribution equal to 3 percent of your compensation while you are a participant in the plan.
- Monthly transportation and cell phone allowance.
- Charitable contribution match of up to \$100 per year.
- Professional development program.
- MG to reimburse for work related expenses (mileage at IRS rate).

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Reviews

90-day review; 360 review after the first year of employment and then every three years; annual plan in non-360 review years includes self-evaluation and supervisor evaluation. Periodic/informal reviews and “check ins” as needed or requested by either party.

COVID-19 Update

All employees are currently working remotely due to the COVID-19 pandemic. A reopen date for offices has not been announced at this time. We continue to monitor guidance provided by local/state/federal health authorities (our earliest re-open date will be after July 1). We are also currently restricting work travel.

Equal Opportunity Employer

At Metropolitan Group, we know that diverse backgrounds, experiences and cultures strengthen our work and our workplace. We strive to create an intercultural workplace through greater recognition, understanding and appreciation of a broad range of differences among individuals and groups within society, and to incorporate an intercultural perspective in our work. We encourage all applicants, regardless of gender, race, religion, age, sexual orientation or gender identity, disability, or other identity.

Application Information:

Send a cover letter, resume and two writing samples (examples include but are not limited to: press release, social media post(s), case study, article, website content, etc.) to hr@metgroup.com.

Search will remain open until the position is filled.



metgroup.com

Chicago
Mexico City
Portland
San Francisco
Washington, D.C.

STRATEGIC COMMUNICATION INTERCULTURAL ENGAGEMENT ORGANIZATIONAL STRATEGY AND INNOVATION

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