



PUBLIC DEMOCRACY AMERICA

Position Description Better Angels Partner Manager

Job Summary

Public Democracy America (PDA) exists to deliver impactful outcomes and sustainable solutions that push us closer to more equitable and just systems and policies. We ground every project in the belief that every person has value. Our initiatives are designed to reach and empower communities traditionally excluded or discounted. We employ strategies that align what's right with what works.

Through our Better Angels (BA) program, PDA works with a national network of values-driven 501c3 organizations collaborating to improve online and mobile spaces for undervalued communities and in support of the common good. The program seeks to harness the massive untapped potential of Google Ad Grants and paid search and display ads to amplify better information, bend algorithmic referral toward more just outcomes, and serve our communities in the digital space.

The Better Angels Partner Manager is a vital team member responsible for managing digital engagements for PDA's curated 501cs and program partners, including facilitating the application process, creating search ad campaigns in service of partners' missions, monitoring daily, weekly, and monthly ad spends, and providing reports to PDA team members, relevant consultants, and BA partners.

More than specific skills, which can be learned, we seek team members who want to serve, are curious and willing to learn, and are adaptive to employ cross-sector thinking and innovations in order to have a positive impact. We strongly encourage candidates from diverse backgrounds. PDA is an all remote team and applicants may be from anywhere in the United States. International candidates may also be considered.

Essential Job Responsibilities

- Bring a positive and determined attitude to our team each day in constant service to the communities we seek to better understand and support
- Use empathy and digital/data research (we will teach) to understand the motivations of target audiences and create campaigns to meet their needs and achieve PDA and partner objectives
- Along with other BA partner managers and relevant PDA staff and consultants
 - design and implement ad campaigns utilizing Google Ad Grants and paid search ads to further the individual missions and goals of BA partners and curated c3s and reach their target audiences
 - utilize established systems (and assist in the creation of new ones) to monitor, evaluate, and optimize ad performance and spend rates for BA partners



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- analyze lessons from ad campaigns and participate in regular “insights” and “learnings” meetings in order to identify patterns and lessons about target audiences across BA partner accounts
- Provide bespoke support to BA partners in order to help optimize their participation in the BA Network, including, but not limited to, coaching on website design and SEO best practices, startup advice for newly forming 501c3s, and guidance on content creation and strategy
- Assist in onboarding BA partners and facilitate their Google Ad Grant application
- Create reports on ad campaigns performance for internal and external use
- Stay abreast of current and developing narratives in the digital space relevant to the mission and objectives of PDA and its partners in order create timely and persuasive ad campaigns
- Be self-driven, organized, and responsive to PDA’s Executive Director and relevant consultants or staff
- Provide excellent partner management, including clear and timely communication with BA partners

Qualifications

- Understanding of SEO strategies and best practices
- Strong research abilities
- Proficiency with website CMSs such as Wordpress, Squarespace, and/or Wix
- Adaptive and able to learn new website, design, and research platforms as needed
- Strong communication skills; the ability to distill information, convey meaning, and evoke emotion through the concise mediums, such as ad copy