



Job Opening: Communications and Digital Director

The Communications and Digital Director will work closely with the Executive Director and Chair, and candidates up and down the ballot to oversee the party's message for the 2022 Legislative Session and the 2022 election cycle. The Communications and Digital Director will report directly to the Executive Director. The Communications and Digital Director will be responsible for:

- Working with the Executive Director, Chair, and stakeholders to develop a communications plan, strategy, and overall message for the party for the 2022 cycle
- Work with statewide candidates and the House and Senate caucuses to develop the communications plan and coordinate with them to make sure that their campaign message aligns with the party's plan
- Working with candidates and campaigns up and down the ticket to execute their campaign messages and communications strategy. This includes, but is not limited to, issues booklet, opposition research, media training, and coordinating earned media
- Serve as the spokesperson for the party
- Draft press releases for the party
- Manage and develop an integrated digital campaign plan, including fundraising/list building emails, social media, and web properties.
- Write, edit, and design content for the party's email list. Segment lists, test approaches, and use best practices to raise money, mobilize volunteers, and help elect candidates up and down the ticket
- Generate and enhance earned media and communications resources. Create a cohesive statewide message by writing, editing, designing, and curating content for the party's social media accounts and the social media accounts of our local affiliates
- Develop and manage a robust social media program which integrates our message and tracks progress and effectiveness of our effort. Write and disseminate press releases, media advisories, statements from the Chair, and other outreach materials
- Create social media graphics and videos to elevate the party's social media brand and messaging
- Work seamlessly with all other departments, Democratic candidates and local parties to promote MDP efforts, digitally and with print design.
- Ability to work long hours, nights, and weekends when necessary.

Qualifications:

- 2-3 years of communications and digital experience, ideally in the political field

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- Excellent written and verbal communication skills.
- Experience with email and digital organizing, communications, and online fundraising.
- Experience sending fundraising emails, and managing a successful email program for a candidate, or political organization.
- Proficient in Adobe Suite and Canva.
- Proficient in using CMSs. (Wordpress, Cloudflare, HiFi, Drupal, etc.)
- Experience producing engaging videos, using tv clips, stock footage/audio, producing subtitles. (Proficiency in Final Cut Pro or Adobe Premiere are required)
- Experience running an efficient digital advertising program.
- Experience and working knowledge of HTML/CSS.
- Experience working in a fast-paced environment, managing multiple projects at the same time while meeting tight deadlines.
- Experience in NGP/VAN and ActBlue
- Incredible eye for detail
- Strong connections to Maryland and to the Maryland press is a plus

How to Apply:

This is a full-time position, available immediately, with benefits. Salary is commensurate with experience.

Please send a resume, cover letter, writing samples, several examples of graphics and videos you have produced or a link to online portfolio (*preferred*), fundraising emails, and social copywriting that you have produced to Eva Lewis, Executive Director at elewis@mddems.org with the subject line: Communications and Digital Director. Applications will be accepted on a rolling basis until it is filled.

This is a full-time position, salary is competitive and based on experience/skill set. The Maryland Democratic Party is an Equal Opportunity Employer and all interested applicants are strongly encouraged to apply.

The Maryland Democratic Party is committed to building a staff that reflects the diverse communities that make up our state and the Democratic Party. The Maryland Democratic Party is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, sex, age, national origin, veteran status, marital status, sexual orientation, gender identity, disability, or any other category prohibited by local, state, or federal law.

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