



## **Digital Director, Democratic Party of Illinois**

The Democratic Party of Illinois (DPI) is seeking a dynamic individual to fill the position of Digital Director. This senior-level position works closely with the other department directors to effectively engage, activate, and grow the Democratic Party online.

### **About the Democratic Party of Illinois**

In the 2022 election cycle, the DPI will protect and elect Democrats up and down the ballot, while building the most active and inclusive party our state has ever seen. Our work is year-round, and our programs will focus on welcoming Illinois Democrats home to a party focused relentlessly on electing those who champion our causes and our communities. As we approach the largest cycle we'll see this decade, we seek outstanding applicants to help us achieve our mission of electing Democrats at all levels in 2022 and beyond.

### **What Will You Do?**

The Digital Director is responsible for building and managing DPI's online communications, organizing, and fundraising structure from the ground up.

#### **Responsibilities include:**

- Oversee all aspects of the development, management, and oversight of DPI's digital communication program and operations;
- In consultation with Executive Director and Communications Director, develop and implement an overarching communications strategy for DPI using its online assets;
- Manage DPI's digital tools and properties including but not limited to websites, email platforms, SMS platforms, social media, and digital advertising platforms;
- Analyze and report on organizational metrics on a regular basis, and make data-driven decisions to improve effectiveness;
- Effectively develop volunteer and intern capacity, and manage a growing staff team.
- Review and approve digital communication, including the overall content and design of DPI's website(s), blog, Facebook, Twitter and other social media outlets;
- Develop professional relationships and maintain regular contact with communications leaders within the Illinois Democratic landscape;
- Direct research and development of emerging digital tools and tactics to enhance DPI's communications strategy; develop strategic opportunities that promote the organizational mission;
- Manage vendor relationships as needed;
- Other duties as assigned.

## Who Are You?

The ideal candidate will be a passionate promoter of Democratic values, and have experience in program building and operating in all facets of a digital operation. They will be constantly curious and creative, and be an exceptional writer. A familiarity with the Illinois political landscape is preferred.

## Qualifications:

- 3-5 years of experience managing digital electoral campaigns or political programs;
- Demonstrated experience with strategic planning and implementation of digital tools to support electoral campaigns;
- Advanced user knowledge of digital tools including email, social media, and data collection platforms; creating content for multiple audiences; and other content marketing, design, and distribution tools.
- Effective time management skills, including prioritizing and managing multiple tasks in a fast-paced environment;
- Ability to effectively collaborate and work well with internal staff and external stakeholders at all levels;
- Demonstrated ability to be flexible and able to adapt quickly to meet project needs;
- Excellent written and verbal communication skills;
- Commitment to metrics and tracking progress, including a proven ability to implement data-driven strategies and sophisticated testing efforts.
- Other duties as assigned.

## Job Details

This position can be based in either Chicago or Springfield, though applicants must have the ability to travel throughout, and outside of, the state often for several days at a time. Applicants must have a valid driver's license, and a reliable mode of transportation.

The salary range for this role is \$70,000 - \$85,000, and is commensurate with experience. DPI also offers a generous benefits package with the opportunity for growth.

## How To Apply

Interested candidates should send an introductory email and their resume to [careers@ildems.com](mailto:careers@ildems.com). Interviews will be conducted on a rolling basis.

The Democratic Party of Illinois is committed to diversity among its staff and recognizes that its continued success requires the highest commitment to hiring and retaining a diverse staff that provides the best quality services to our mission. DPI is an equal opportunity employer and it is DPI's policy to recruit, hire, train, promote and administer any and all personnel actions without regard to sex, race, age, color, creed, national origin, religion, sexual orientation, gender identity, ethnic identity, physical disability, or any other legally protected basis.