

Digital Director

The Michigan Democratic Party is hiring a full-time Digital Director responsible for aggressively pushing the party's key messages through digital media. This position will report to the MDP Communications Director.

Duties and Responsibilities

- Develop creative storytelling ideas to support Democratic policy priorities through social media platforms like Facebook, Twitter, YouTube, et al.
- Manage the MDP social media accounts, including daily postings
- Closely monitor various social media channels.
- Design and execute email strategy including content gathering, building of emails, testing, routing for approval, scheduling, audience segmentation, A/B testing and analytics.
- Design graphics and produce short video clips as needed.
- Develop original content for the party website.
- Work with the Finance Director and vendors to administer the party's digital fundraising program, including email and text programs.
- Work with the Communications Director to plan and execute earned media events in key media markets across Michigan, including press conferences, rallies, and roundtables.

Requirements

- A bachelor's degree is required in public relations, marketing, journalism, English, creative writing, public policy, or a closely related field.
- Experience creating and running digital ads through Facebook, Twitter, Google, etc.
- Deep understanding of email marketing, content development and analytics.
- Strong written and verbal skills.
- Experience with graphic design required, and video editing preferred.
- At least one election cycle worth of experience working in political communications.
- Work is generally in an office setting, however some travel may be required.
- The applicant must be willing to work in a fast-paced campaign environment. Periodically long work hours are required.

Equal Opportunity Employer

The Michigan Democratic Party is committed to diversity among its staff, and recognizes that its continued success requires the highest commitment to obtaining and retaining a diverse staff that provides the best quality services to supporters and constituents. The Michigan Democratic Party is an equal opportunity employer and it is the MDP'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, economic status, sexual orientation, gender identity or expression, ethnic identity or physical disability, or any other legally protected basis.

How to Apply

Please submit a resumé, brief cover letter, three writing and/or design samples from previous communications campaigns, and three references to info@michigandems.com with the email subject line "Digital Director."