



**Position:**

Digital Director

**Reports to:**

Senior Communications Advisor

**Overview**

The Digital Director will manage **all aspects of the Florida Democratic Party's digital program**, which includes social media copywriting and execution, graphic content development, video production, online advertising, website maintenance, and manage outside vendors when necessary. They will report to the senior communications advisor and work closely with the Communications Director to execute digital communications and outreach goals to continue building the premier State Party digital program in the nation for the 2022 mid-term election and beyond.

**Responsibilities**

- Develop an overarching digital strategy complete with digital metrics.
- Manage the party's social media accounts while staying current on new social media opportunities and updates to various online platforms.
- Work with the press secretary to track breaking news for online amplification.
- and mobilization of volunteers.
- Work closely with the fundraising email vendor to ensure there is consistency across communications.
- Design engaging digital graphics for social media platforms.
- Maintain and update the party website with press releases and relevant updates from other departments.
- Produce digital analytics reports to optimize digital program performance using data-driven strategies.
- Work seamlessly with all other departments, Democratic candidates, and local parties to promote FDP efforts through digital design.
- Have the ability to work long hours, nights, and weekends when necessary.
- Conduct other related tasks as needed.

**Qualifications**

We seek candidates with the following qualifications, or the equivalent combination of education and work experience that would provide for the following knowledge, skills and abilities:

- Minimum two (2) years of experience running cutting edge digital campaigns.
- Possess excellent persuasive and engaging writing skills that can be applied to copy under 140 characters.
- Have prior experience managing a successful fundraising email program for a candidate or political organization.
- Have proficiency in Adobe Suite (Photoshop/Illustrator experience is required, knowledge of After Effects, InDesign and other Adobe products is desirable).
- Have proficiency using CRMs (Blue State Digital is *preferred*).
- Have proficiency using CMSs (Wordpress, HiFi, Drupal, etc.).
- Have proficiency using Final Cut Pro and/or Adobe Premiere.
- Have prior experience producing engaging subtitled videos, using tv clips and stock footage/audio.
- Have experience and working knowledge of HTML/CSS.
- Have experience working in a fast-paced environment, managing multiple projects at the same time while meeting tight deadlines.
- Possess a sharp and critical eye for detail.
- Works well with people of diverse backgrounds and cultures.

We especially encourage applications from people who bring some of these additional skills and/or experiences:

- Experience capturing high-quality images and video using a DSLR camera.
- Ability to code websites and microsites.
- Ability to create interactive graphics using Java, Tableau, etc.
- Possess knowledge of Florida politics.
- Proficiency or advanced knowledge of Spanish and/or Creole.

### **Salary and Benefits**

- The Florida Democratic Party offers a competitive salary commensurate with experience, and with a benefits package and opportunity for growth.
- This is a full-time position and available immediately.
- Position salary is negotiable and based on experience.
- Position includes full health, dental, and vision benefits.

### **How to Apply**

[Please click here and fill out this form to apply for this position.](#)

## **Disclaimer**

The Florida 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 FDP is an equal opportunity employer and it is our 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, veteran status, gender identity or expression, ethnic identity or physical disability, or any other legally protected basis.