

# KENTUCKY DEMOCRATS

## **The Kentucky Democratic Party is seeking a Digital Director**

The Kentucky Democratic Party is seeking a highly motivated individual to direct digital operations. Responsibilities include maintaining and building a robust email list, social media accounts and increasing our website traffic. The Digital Director will work with political, finance and communications staff to manage campaign communication, fundraising, organizing and engagement online. They will work every day to engage and inspire Kentucky Democrats and hold Republicans accountable. The Digital Director will play an important role on our team and will help elect Democratic candidates, protect our Democratic incumbents, and support our Democratic nominee for Governor and other statewide and federal offices in 2022 and 2023. The Digital Director will work closely with the Executive Director, Communications team, the Communications/Digital Department of the DNC and under the supervision of the Deputy and Executive Directors.

### **Specific responsibilities include, but are not limited to:**

- Develop and manage an integrated digital campaign plan for the KDP, including email, social media, and website.
- 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 build the email list.
- Generate and enhance earned media and communications resources.
- Write, edit, design, and curate content for the party's website, and KDP social media accounts.
- Manage and implement security policies for the party's social media and website.
- Work with partners to design and manage ad programs using a variety of Google, Twitter, Instagram, and Facebook ads to grow our social media presence.
- Work with the KDP's merchandising partners to keep politically relevant and successful merchandise available in our online store.
- Create social media graphics and videos to elevate the party's social media brand and messaging.
- Work with and train our county parties and candidates to make sure they're using digital communications tools effectively to amplify their message properly and using industry best practices.
- Maintain a working knowledge of best practices for using online communications tools in a political environment.
- Identify, investigate, and implement new technologies as they become available.
- Work as a part of the team and pitch in on crucial projects in any way needed.

**Qualifications:**

- Excellent written and verbal communication skills.
- Experience with email and digital organizing, communications, and online fundraising.
- Experience in graphic design, social media management, and strategic communications.
- Proven experience managing multiple complex projects and finishing tasks on time.
- Experience with Google, Facebook, and Twitter advertising programs.
- Knowledge and comfort with NGP/VAN, Facebook, Twitter, Google Docs, ActBlue, WordPress, video editing software, Photoshop or other graphic systems;
- Basic knowledge of HTML.
- Knowledge of NGP EveryAction preferred.
- Basic videography and photography skills preferred.
- At least 2 years of related experience.
- Position is full-time and based in Frankfort, KY.

**Find out more and apply [here](#).**

*The Kentucky Democratic Party is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.*