



## **DIGITAL COMMUNICATIONS DIRECTOR**

The Colorado Democratic Party seeks a Digital Communications Director who will manage and grow all digital properties of the Party, including our email list, social media accounts, and website traffic. As Digital Communications Director, you will also support the press operations, drafting written communications and helping disseminate press communications.

You'll work every day to engage and inspire Democrats in Colorado and hold Republicans accountable. The Digital Communications Director will play an important role on our team to protect our Democratic incumbents, and help elect Democratic nominees in 2022.

### **RESPONSIBILITIES**

- Manage and develop an integrated digital campaign plan for the Party, including email, social media, and web properties.
- Work with the state party chair, finance and communications staff, consultants and Democratic leaders to achieve online fundraising and engagement goals.
- Write, edit, design, and manage content for the Party's email list. You'll raise money, mobilize volunteers, and help elect candidates up and down the ticket.
- Draft and edit press communications like press releases, op-eds, and letters to the editor.
- Engage Democrats online and expand our base by writing, editing, designing, and curating content for Colorado's social media accounts.
- Manage an email and social media content calendar.
- Track breaking news and current events to develop content for email and social media. Identify opportunities for online engagement and track digital trends to grow our online program.
- Track and analyze digital data.
- Manage website, email, social media data, and segment our email list to improve our results.
- Perform trainings for local Democratic leaders and campaign staff. You'll develop trainings materials on key digital skills like email organizing, social media, and online fundraising.

- Champion the importance of digital communications and online organizing in the Democratic and nonprofit community in Colorado.

## **QUALIFICATIONS**

- Experience with email and digital organizing, communications, and online fundraising.
- Strong persuasive writing skills with major attention to detail.
- Experience with email platforms.
- Experience with content management systems such as WordPress.
- Experience with email marketing platforms such as ActionNetwork and MailChimp.
- Understand basics of graphic design for the online consumption; experience with the Adobe systems, including Photoshop, Illustrator, and InDesign preferred but not required.
- Proven experience managing multiple complex projects and finishing tasks on deadline.
- Ability to track and understand digital data. Experience with Google Analytics is helpful.
- Working knowledge of HTML and CSS.
- Passion for electing Democrats and working with members of the broad coalition that make up our Party.
- Comfortable working with high-level Democratic officials, candidates, staff, and donors.

## **HOW TO APPLY:**

This is a full-time position. Salary is commensurate with experience. Please send resume, cover letter, and social media and writing samples electronically to [resumes@coloradodems.org](mailto:resumes@coloradodems.org).

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