



## Washington State Democrats Job Description – Multimedia Specialist

**Position: Multimedia Specialist**

**Location: Seattle, WA**

The Multimedia Specialist is responsible for creating and implementing an innovative digital, video, and social media plan, including managing online communications. The Multimedia Specialist will manage a team of Digital Organizers in concert with our Get Out the Vote organizing team. The Multimedia Specialist should be skilled in managing multiple competing priorities simultaneously. They must be creative, dynamic, relentless, and unafraid to take risks.

The person in this position will be expected to work irregular hours, including nights and weekends, and must have access to a laptop, reliable car transportation, and have reliable, consistent, strong internet. The Multimedia Specialist will help diversify our organizing communication tactics and turn great ideas into stunning content for digital and traditional platforms. The Specialist will report to the Coordinated Campaign Director, work with the entire Coordinated Campaign team, and work with the State Party team. The salary is \$68,958 to \$74,234/year, depending on experience and expertise. Health care, a retirement match, mileage, and phone stipends are also included in the benefits package. The position is part of a union collective bargaining agreement that runs through November 30<sup>th</sup>, 2022, and the position is based in our Seattle Washington, office. Proof of full vaccination is required.

### Responsibilities

The Multimedia Specialist will direct the digital and social media operations for internal and external communications, including but not limited to original video content, managing website inbound contacts, website content, graphics, and digital and social media content.

### **Duties Include:**

- Working with staff, consultants, and vendors on an aggressive and authentic digital campaign strategy.
- Managing strategy and day-to-day workflow of the party's digital programs, including email, advertising, social media, website, and more.
- Developing high-quality, innovative videos, graphics, and written content for social media, email, and website in collaboration with the Coordinated Campaign team to ensure maximum quality and visibility.
- Aggressively seize opportunities that appear on the local, state, and national stage to promote the values and candidates of the Democratic party.
- Designing communications materials for leadership to be used by members, allies, donors, and campaign partners.
- Working with the organization's Development Director on fundraising strategy decisions, public-facing messaging tactics, event management, and politically-sensitive issues, as appropriate.
- Working with the organization's Compliance Director to ensure all communications meet state and federal compliance requirements.
- Acting as the point of contact with allied campaigns for digital strategy, plans, and events.
- Tracking internal and external digital communications, including weekly, monthly, or more frequent periodic reports.
- Assisting the Communications Director with managing teams of staff and volunteers in the planning and execution of communications events.

- Drafting fundraising and event communications, including acquiring approval from Chair, Executive Director, and Coordinated Campaign Director and consulting with external stakeholders, such as elected officials, candidates, initiative campaigns, etc.

**Minimum Experience & Skills:**

- A passion for social justice and a commitment to Democratic Party values.
- 1-3+ years experience in digital media, including experience managing digital strategy.
- Proven track record of creative and compelling digital communications work, including digital storytelling.
- An unabating drive to unearth new strategies to elect Democrats.
- A friendly and professional, member-first demeanor.
- Proven ability to manage multiple projects independently and consistently meet deadlines.
- Previous experience with digital ad buying and placement; knowledge of Washington State digital compliance regulations preferred but not required.
- Experience with core graphic design principles and fluency with graphic design software, including Adobe Creative Cloud, online programs such as Canva, smartphone editing apps, as well video editing.
- Knowledge & experience with HTML and CSS and comfort with complimentary languages (i.e., JavaScript, jQuery) are a plus.
- Demonstrated knowledge of quantitative and qualitative analytics for email, social media, and website performance.
- Proficiency in Google Suite, MS Office, including Microsoft Word, Excel, and PowerPoint, with preferred experience in NGP-VAN, Patton Technologies, and online event registration software.
- Detail-oriented and comfortable working in a fast-paced office environment.
- Superior organization skills and dedication to completing projects in a timely manner.
- Excellent written and verbal communication skills.
- Ability to communicate clearly and proactively, both within the organization and with external partners and vendors.
- Must have the ability to adhere to compliance regulations and have a strong passion for the PDC.
- Previous staff management experience is preferred but not required.
- Spanish proficiency is preferred but not required.

This position will remain open until January 15<sup>th</sup>, 2022. To apply, please send your resume to [Diane@wa-democrats.org](mailto:Diane@wa-democrats.org), along with a brief description of why you are uniquely qualified for the position. The Washington State Democratic Central Committee strives to create a diverse, equitable, and inclusive environment and is proud to be an equal opportunity employer. We actively encourage applicants from historically underrepresented backgrounds, including first-generation college graduates, Black applicants, Indigenous applicants, and applicants of color, people with disabilities, and people who identify as part of the LGBTQ\* community. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, age, disability, or genetics.