

Digital Director

The Texas Democratic Party is seeking a Digital Director to manage our cutting-edge digital program in Austin, Texas. The Digital Director will be expected to contribute to and lead key organization-wide projects including fundraisers, digital and in-person events, elections messaging and GOTV, the Texas Democratic Convention, and more.

We're looking for someone who is passionate about fighting Texas Republicans, working on the ground to build Texas Democratic Party digital infrastructure, and implementing cutting-edge digital programming.

Core Responsibilities:

- Manage email program, social media, website, texting, and content programs, including managing, training, and mentoring staff;
- Partner with the Senior Communications Director, senior staff, and Party Leadership to protect, build, and refine the Party brand;
- Develop and implement Texas Democrats' digital engagement strategy, including community mobilization, message amplification, and influencer engagement.
- Lead Texas Democrats' digital rapid response to major current events;
- Oversee the writing, editing, and approving the content for our email list, social media platforms, video production, and shortcode texting platform;
- Oversee maintenance of the Texas Democratic Party branding;
- Manage website and creative assets for the 2022 Texas Democratic Convention;
- Work with finance, political, and communications staff to achieve online programmatic goals;
- Monitor social media and news outlets for breaking news and messaging opportunities; and
- Perform other related duties as requested by the senior leadership.

Preferred Qualifications:

- Strong management and interpersonal skills, including at least **three years** of experience directly managing paid staff;
- At least **three cycles** of digital political work experience, demonstrating an ability to make smart, strategic decisions when faced with difficult political circumstances;
- Familiarity with digital and social media platforms and a sense of excitement for new innovations in digital communication, mobilization, and organizing;
- Familiarity with online organizing platforms and/or website CMS & CRM (ActionKit, MobilizeAmerica, etc.);

- Previous experience with managing teams of 4 or more people;
- Excellent people, written and verbal communications skills;
- Responsive and positive team player who enjoys versatility and constant new challenges;
- Strong knowledge and experience using HTML/CSS, Django; Adobe Creative Suite;
- SMS texting software & campaigns such as MobileCommons;
- Comfortable working under deadline pressure;
- A willingness to work long hours as needed; and
- A strong commitment to Democratic values.

Required tools

- Working laptop
- Mobile phone
- Reliable transportation

Start date

As soon as possible

Employment Type

This is a Texas-based full-time position and will include some nights and weekends.

Location

Austin, TX

Salary

\$80,000+, open to negotiation

How to apply

Please [click here](#) and fill out this form to apply for this position. Attach a cover letter, resume, three references, and three writing samples including writing, graphics, or a digital campaign plan.