

TAKE BACK TENNESSEE

Position: Email and SMS Manager

Start Date: March 2022

Location: Nashville, TN

Reports To: Digital Director

Position Summary: The Email and SMS Manager will lead and craft all email and SMS strategy and messaging for the TNDP's 2022 coordinated campaign. The Email and SMS Manager will also support Regional Digital Managers and coordinated candidates by creating templates for graphics, email, sms, and more to be tailored to the needs of individual districts. This position will require some graphic design and immaculate writing skills and attention to detail.

The 2022 Tennessee Coordinated Campaign, Take Back Tennessee, is the inaugural year of the path to turn Tennessee blue. Joining Take Back Tennessee will give staffers the chance to get in on the ground level of making history in Tennessee as well as run an innovative program that is equal parts experimental and strategic. The potential for 2022 includes registering over 200,000 new voters in Tennessee, flipping several seats across the state, pushing more districts into the flippable zone for 2024, and growing our Democratic momentum. This position will require occasional travel and is an in-person position based out of the TNDP's Nashville, TN headquarters. Irregular hours including nights and weekends as well as increasing hours are an expectation of the job.

Essential Duties and Responsibilities:

- Write direct response copy to reach supporters through email and SMS
- Innovate how to best reach and mobilize our grassroots supporters online and tell a story about the work of the TNDP that is coherent and integrated across all channels
- Create overall strategy and planning for email and SMS fundraising and mobilization campaigns, including execution of complex segmentation and optimization programs, while ensuring the highest standard of quality
- Assist in the management of complex email and SMS lists
- Get creative and propose ideas for testing and optimization
- Closely monitor various media sources for current messaging and rapid response opportunities
- Design and execute email strategy including content gathering, building of emails, testing, routing for approval, scheduling, audience segmentation, A/B testing and analytics
- Design graphics and produce short video clips as needed
- Work with the Finance Director and vendors to administer the party's digital fundraising program, including email and text programs

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- Work with coordinated candidates and Regional Digital Managers to develop email and SMS plans and coordinate with them to make sure that their campaign message aligns with the party's plan
- Creating and leading trainings for staff, candidates, and county parties to improve email and SMS engagement
- Monitoring impact of digital work by producing digestible reports of online metrics and trends on an ongoing basis
- Work with and train staff, candidates, and county parties 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
- Other duties as assigned

Preferred Qualifications:

- Reliable transportation and a valid driver's license
- Proficient in using CMSs. (Wordpress, Cloudflare, HiFi, Drupal, etc.)
- Experience with video editing for web ideally on Final Cut, Adobe Premiere, iMovie, or similar software
- Experience in graphic design, social media management, and strategic communications
- Knowledge and comfort with Google Suite, WordPress, video editing software, Photoshop or other graphic systems;
- Basic videography and photography skills

Required Qualifications:

- 2+ years of political campaign/organizing/digital experience
- 1+ years working with an email, SMS, or direct marketing program for an electoral campaign, advocacy organization, or non-profit organization
- Detailed knowledge of NGP/VAN
- Working knowledge of HTML and CSS
- Working knowledge of website CMS, CRM, or mass email systems (e.g. Action Network, ActionKit, EveryAction, Mobile Commons)
- Experience with email and digital organizing, communications, and online fundraising
- Ability to create persuasive visual communications for use in online content, visual presentations, written reports, etc
- Proficient in Adobe Suite and Canva
- Experience sending fundraising emails, and managing a successful email program for a candidate, or political organization
- Understanding of email marketing, content development and analytics
- Experience creating well-designed graphics, SMS, and email templates

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- Working closely with the Communications Department to track breaking news that can be amplified online
- Managing an email and social media content calendar
- Strong understanding of email and SMS fundraising best practices
- Excellent writing, reviewing, and proofreading skills
- Comfortable with technology and learning new tech systems
- Strong computer skills
- Solutions-oriented, creative, and flexible - every day will look different, and it's important to have a positive attitude, be a team player, and find creative solutions
- Ability to communicate clearly and proactively both with staff and with external partners
- Ability to manage multiple projects independently and navigate competing priorities
- Possess a sharp and critical eye for detail
- Resilient, resourceful, and adaptive to priority shifts and change (big and small)
- Have experience working in a fast-paced environment, managing multiple projects at the same time while meeting tight deadlines
- Highly communicative - responsive to internal and external requests, emails, and calls, within reason
- Values and prioritizes diversity, equity, and inclusion and enjoys working with people of diverse backgrounds and cultures
- Believes in and lives out the TNDP's and DNC's mission and values

Salary and Benefits: This is a full-time, contracted position through November 15, 2022. This position pays \$3,000-\$4,500 per month. Benefits include 100% employer coverage of medical and dental insurance as well as mileage reimbursements and 1 day of PTO gained per month. Staff may not use time off on blackout dates, and applicants are encouraged to inquire about blackout dates and work schedules during the interview process.

To Apply: Email a current resume and 2 writing samples to jobs@tndp.org. Include the subject line "Email and SMS Manager." In the body of the email, tell us your anticipated start date and why you want to come Take Back Tennessee in 3 sentences or less.

The Tennessee Democratic Party (TNDP), 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 TNDP 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 disability, or any other legally protected basis. The TNDP is committed to providing reasonable accommodations to individuals with disabilities in the hiring process and on the job, as required by applicable law. The TNDP will not tolerate any unlawful discrimination and any such conduct is strictly prohibited.

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