

# TAKE BACK TENNESSEE

**Position:** Social Media, Web, and Design Manager

**Start Date:** March 2022

**Location:** Nashville, TN

**Reports To:** Digital Director

**Position Summary:** The Social Media Manager will work in the Digital Department to lead the state coordinated campaign's social media strategy and programming and also help manage Regional Digital Managers in strategizing, crafting, and managing content for the coordinated campaign's candidates across the state. The Social Media Manager will also work closely with the Paid Communications team to create and run ads on the TNDP's social media platforms. The Social Media Manager will analyze and report on engagement metrics and think creatively about growth.

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:**

- Manage the TNDP's social media platforms and strategically plan and execute content and ads
- Managing the TNDP website, including managing performance, developing and maintaining content, etc.
- Research and mobilize social media influencers for the TNDP's goals
- Stay current on local, state, and national news stories as well as viral content
- Design and create graphics, videos, and interactive content
- Support Regional Digital Managers with content templates, drafts, and all other strategy
- Produce and analyze engagement reports and use those reports to improve the social media program
- Collaborate with other departments regularly to meet combined goals
- Train and support staff, candidates, and volunteers to best use social media
- Meet acquisition and engagement goals as assigned by the Digital Director
- Other duties as assigned

## **Preferred Qualifications:**

- Experience with geo-mapping

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- Have prior experience managing a successful digital fundraising program for a candidate or political organization
- Have proficiency using CRMs and CMSs
- Have proficiency using Final Cut Pro and/or Adobe Premiere
- Have prior experience producing engaging subtitled videos, using tv clips and stock footage/audio
- Knowledge of NGP EveryAction

## Required Qualifications:

- 2+ years experience in political campaigns, advocacy, non-profits, communications, digital
- 1+ years social media management experience with Facebook, Twitter, Instagram, TikTok, and multiple other platforms
- Ability to create interactive graphics using Java, Tableau, etc.
- Experience with social media analytics
- Experience planning and running social media paid content
- Have proficiency in Adobe Suite (Photoshop/Illustrator experience is required, knowledge of After Effects, InDesign and other Adobe products is desirable)
- Strong familiarity with Canva
- Basic videography and photography skills
- Possess a sharp and critical eye for detail
- Have experience and working knowledge of HTML/CSS
- Excellent writing and editing skills
- Resilient, resourceful, and adaptive to priority shifts and change (big and small)
- Kind but willing to apply soft elbows when needed
- 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 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.

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**To Apply:** Email a current resume and writing sample to [jobs@tndp.org](mailto:jobs@tndp.org). Include the subject line “Social Media 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.