

KENTUCKY DEMOCRATS

DIGITAL DIRECTOR

The Kentucky Democratic Party is seeking a highly motivated individual to direct digital operations. Responsibilities include maintaining and building the party's social media presence, overseeing the email program, and increasing our website traffic. The digital director will work with political, finance and communications staff to manage campaign communication, fundraising, organizing and engagement online. They will work every day to engage Kentucky Democrats and to hold Republicans accountable. The digital director will play an important role on our team and will support our leaders including Governor Beshear, Lt. Governor Coleman and Congressman McGarvey, support our Democratic nominees for legislative seats and other offices in 2024, and highlight the extremism of Republican leaders and candidates.

The digital director reports directly to the KDP's executive director and closely collaborates with candidates and campaign staff.

Specific responsibilities include:

- Develop and manage an integrated digital campaign plan for the KDP, including social media, email, and website.
- Write, edit, design, and curate content for KDP social media accounts, and the party's website.
- Create social media graphics and videos to elevate the party's social media brand and messaging.
- Work with email vendor to write, edit, and design content for the party's email list. Segment lists, test approaches, and use best practices to raise money, mobilize volunteers, and build the email list.
- Generate and enhance earned media and communications resources.
- Manage and implement security policies for the party's social media and website.
- Work with the KDP's merchandising partners to keep politically relevant and successful merchandise available in our online store.
- Work with and train our county parties and candidates 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.
- Work as a part of the team and pitch in on crucial projects in any way needed.

- Manage other special projects, assignments, and tasks as assigned by the KDP's executive director.

Qualified candidates should have:

- Excellent written and verbal communication skills.
- Experience with email and digital organizing, communications, and online fundraising.
- Experience in graphic design, social media management, and strategic communications.
- Proven experience managing multiple complex projects and finishing tasks on time.
- Experience with Google, Facebook, and X (formerly Twitter) advertising programs.
- Knowledge and comfort with NGP/VAN, Facebook, X, Google Docs, ActBlue, WordPress, video editing software, Photoshop or other graphic systems;
- Basic knowledge of HTML.
- Basic videography and photography skills preferred.
- At least 2 years of related experience.
- Position is full-time and based in Frankfort, KY.

Salary & Benefits:

The salary range is \$50,000 to \$65,000/year. KDP offers a generous benefits package including covering 100% of the healthcare premium for the employee, 15 days of paid vacation, and an available 401(k) retirement account. This position is part of the Collective Bargaining Unit.

Application:

To apply, e-mail a letter describing your interest in the job, your resume, and work samples to the KDP at jobs@kydemocrats.org.

The Kentucky Democratic Party is an equal opportunity employer. We will not discriminate in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.

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