



**JOB ANNOUNCEMENT  
ALASKA DEMOCRATIC PARTY**

**Position Title: Digital Director**

**Location: Anchorage, Alaska**

**Reports to: Executive Director**

**Salary: Commensurate with experience, starts at \$64,000**

**Benefits: Dental, Vision & Health Insurance, Leave, Relocation Stipend (if applicable)**

The Alaska Democratic Party (ADP) is seeking a highly motivated and experienced full-time permanent Digital Director. The Digital Director is responsible for managing the overall messaging strategy with the Executive Director and implementation of the strategy via social media, email communications, some earned media, and other opportunities. The ideal candidate should be skilled in managing multiple and competing priorities simultaneously, have expertise in relevant digital tools, and have the ability to maintain a sharp focus on details.

The Digital Director will report to the Executive Director, work closely with the ADP Chair and Coordinated Campaign Director, and collaborate with the entire ADP team to implement strategic communications goals and help raise the ADP public profile to achieve electoral success up and down the ticket.

This position is based in Anchorage. This is a full-time, exempt position.

**How to Apply:** Interested candidates should email their resume and cover letter to [jobs@akdems.org](mailto:jobs@akdems.org). Please include "Digital Director" in the subject line. The position will be open until filled. Applications will be reviewed on a rolling basis.

**Duties of the Digital Director include:**

- Developing and managing an integrated digital campaign plan for the ADP, including email, social media, and web properties;
- Working with the state party executive, coordinated, and political/field directors, consultants, and Democratic leaders to achieve goals;
- Writing, editing, and managing financial, candidate, and mobilization content for the Party's email list and social media accounts;
- Running ADP digital events, including State Committee meetings, caucuses, and fundraisers through Zoom and other online platforms;
- Tracking breaking news that can be amplified online;
- Managing an email and social media/google content calendar;
- Identifying opportunities for online engagement and tracking digital trends to grow our online program;
- Tracking and analyzing digital data;
- Managing strategic partnerships with digital tool and other vendors;
- Training local Democratic leaders and campaign staff on digital technologies and social media;



- Designing digital and print graphics for both online and offline use;
- Writing, editing, shooting, and producing videos to tell the stories, mobilize volunteers, and persuade and excite voters;
- Writing and editing emails to tell the stories, mobilize volunteers, and persuade and excite voters, as well as inform Democrats across the State of Party business;
- Monitoring social media coverage of Democratic campaigns;
- Website updates;
- Be a resource for the State Central Committee of the ADP, elected officials, and candidates on digital strategy/advice, including providing training as needed;
- Prepare bi-monthly communications materials (Party newsletter) for Democrats across the state;
- Must successfully work with ADP leadership, staff, and our elected officials and candidates;
- Other duties as assigned.

**Desired Skills/Qualifications:**

- A passion and a commitment to Democratic Party values;
- Minimum of 1 cycle of prior political experience;
- Excellent writing skills and a strong attention to detail;
- Knowledge and comfort with NGP/VAN, Action Network, Wordpress, Facebook, Instagram, Twitter, Google Docs, ActBlue, Canva, video editing software, Photoshop, and other relevant platforms;
- Must be creative and have experience managing all aspects of digital, social media, and traditional communications mediums.
- Ability to produce rapid-response social media content;
- Responsive and positive team player who enjoys new challenges.
- Great verbal, written, and interpersonal communication skills;
- Proven experience managing multiple complex projects and finishing tasks ahead of deadlines.
- Discretion and ability to work independently.
- Willingness to travel (as needed) and occasional extensive hours, including nights and weekends (as needed).

*The Alaska Democratic Party is an equal-opportunity employer committed to creating an inclusive workplace. ADP is dedicated to the achievement of equality of opportunity for all its employees and applicants for employment without regard to race, color, religion, sex, gender identity, sexual orientation, marital status, age, national origin, or disability.*