



## **New Hampshire Deputy Digital Director**

The New Hampshire Democratic Party (NHDP) is seeking a highly motivated individual to join the NHDP Digital Team for the remainder of the 2020 election cycle. The Deputy Digital Director will assist the Digital Director with all aspects of the digital program: digital strategy, email fundraising, social media copywriting including graphics, online advertising, website maintenance, and communicating with outside vendors as needed.

Utilizing creative and innovative tactics, they will work every day to engage and inspire Democrats in the Granite State and hold Republicans accountable. The Deputy Digital Director will play an important role on our team and will help ensure the victories of Senator Jeanne Shaheen, re-election of Congresswoman Annie Kuster and Congressman Chris Pappas, elect the eventual Democratic nominee for Governor, and protect the State House, Senate, and Executive Council majorities.

The Deputy Digital Director will work closely with all NHDP Departments, including the Communications, Political, Administrative, and Caucus teams, under the direction of the Digital Director.

### **Duties of the Deputy Digital Director include:**

- Implementing, along with the Director, an integrated digital campaign plan for the NHDP, including email, social media, and web properties;
- Working with the NHDP team to achieve our online goals;
- Writing and editing financial and mobilization content for the Party's email list and social media accounts;
- Working closely with the Communications Department to track breaking news that can be amplified online;
- Implementing an email and social media 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 vendors;
- Performing trainings for local Democratic leaders and campaign staff;

- Designing digital and print graphics for both online and offline use; and
- Monitoring social media coverage of Democratic campaigns.

### **Desired Skills and Qualifications:**

- Minimum 1 cycle or 1 year of experience running cutting edge digital campaigns or assisting in a Digital Organizing capacity;
- Professional experience working in a fast-paced environment;
- Ability to produce rapid-response social media content;
- Experience on a campaign or with a State Democratic Party;
- Excellent writing skills and a strong attention to detail;
- Knowledge and comfort with NGP/VAN, Facebook, Twitter, Google Docs, Office Suite, ActBlue, Wix, video editing software, Photoshop and other Adobe systems a plus;
- Willingness to work extensive hours, including nights and weekends;
- Responsive and positive team player who enjoys new challenges; and
- A strong commitment to Democratic values.

### **Logistics:**

- Must have a valid driver's license, reliable mode of transportation and the ability to travel extensively at times throughout the state if needed;
- Must have great flexibility along with the desire to work long campaign hours as evening and weekend hours will be needed regularly as we move into campaign season.

### **How to Apply:**

To apply, e-mail a letter describing your interest in the job, your resume, at least one writing or graphic sample (fundraising appeal or graphic preferred), and a list of references to: [resumes@nhdp.org](mailto:resumes@nhdp.org).

Please list "Deputy Digital Director Application" in the subject line. No calls, please.

Position will be open until filled and applications will be reviewed on a rolling basis. The annual salary offered is \$40,000, and the position extends through November 2020.

The NHDP provides medical, dental, and vision coverage at no cost to the employee.

The candidate must commit to staying with the NHDP through November of 2020.

### **Background - Our Party**

New Hampshire Democrats stand for policies that support strong, healthy communities and families, a strong economy with opportunities for growth and a fundamental system of fairness and justice. Democrats are committed to spurring job creation, building our infrastructure, and bringing fairness and opportunity to our economy and our civic life. We believe that healthy communities and strong families are essential to the well-being of our citizens and to our ability to foster business development and a vibrant economy. We are committed to upholding the right of every eligible voter to cast their ballot free from unnecessary restrictions. We pledge a government that works collaboratively across the aisle to address the issues that matter to the people of New Hampshire.

**The New Hampshire Democratic Party is an equal opportunity employer committed to creating an inclusive workplace. The NHDP 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 and expression, sexual orientation, marital status, age, national origin or disability.**