



Washington State Democrats Coordinated Campaign Job Description – Multimedia Manager

Position: Multimedia Manager

Location: Various Locations, WA

The Multimedia Manager is responsible for creating and implementing an innovative digital, video, and social media plan including managing online communications. The Multimedia Manager will manage a team of Digital Organizers in concert with our Get Out the Vote organizing team. The Multimedia Manager should be skilled in managing multiple, competing priorities simultaneously. The Multimedia Manager must be creative, dynamic, relentless, and unafraid to take risks.

The Manager in this position will be expected to work irregular hours, including nights and weekends, and must have access to a laptop, reliable car transportation, and have reliable, consistent, strong internet. The Multimedia Manager will work to help diversify our organizing communication tactics and turn great ideas into stunning content for digital and traditional platforms. The Manager will report to the Deputy Coordinated Campaign Director, and work with the entire Coordinated Campaign team. Salary is \$66,000/year with health care, mileage, and phone stipends. The position is part of a union collective bargaining agreement and is a full-time position that will run through November of 2020.

Responsibilities

The Multimedia Manager will direct the digital and social media operations for internal and external communications, including but not limited to original video content, managing website inbound contacts, website content, graphics, and digital and social media content.

Duties Include:

- Working with organizing staff on an aggressive and authentic digital campaign strategy.
- Directing strategy and day-to-day workflow of the Coordinated Campaign's digital organizing program, including email, advertising, social media, website, and more.
- Developing high-quality, innovative videos, graphic, and written content for social media, email, and our website, coordinating with the Coordinated Campaign team to ensure maximum quality and visibility.
- Aggressively seize opportunities that appear on the local, state, and national stage, to promote the values and candidates of the Democratic party.
- Designing communications materials for leadership to be used with members, allies, donors, and campaign partners.
- Designing and implementing a digital advertising and recruitment plan that captures presidential year energy to identify new volunteer leads for the field team and directly recruit new volunteers to participate in the Coordinated Campaign's direct voter contact events.

Minimum Experience & Skills:

- A passion for social justice and a commitment to Democratic Party values.
- 3-5+ years experience in digital media, including experience managing digital strategy and support staff.
- Proven track record of creative and compelling digital communications work including digital storytelling.
- An unabating drive to unearth new strategies to elect Democrats.
- A friendly and professional member-first demeanor.
- Proven ability to manage multiple projects independently and consistently meet draft deadlines.

- Previous experience with digital ad buying and placement, knowledge of Washington State compliance regulations preferred but not required.
- Experience with core graphic design principles and fluency with graphic design software, including Adobe Creative Cloud, online programs such as Canva, smartphone editing apps, as well video editing.
- Knowledge & experience with HTML and CSS a plus as well as comfort with complimentary languages (i.e. JavaScript, jQuery).
- Demonstrated knowledge of quantitative and qualitative analytics for email, social media, and website performance.
- Proficiency in Google Suite, MS Office, including Microsoft Word, Excel and PowerPoint, with preferred experience in NGP-VAN and Patton Technologies; online event registration software.
- Detail oriented and comfortable working in a fast-paced office environment.
- Superior organization skills and dedication to completing projects in a timely manner.
- Excellent written and verbal communication skills. Ability to communicate clearly and proactively both internally and with external partners and vendors.
- Must have the ability to adhere to compliance regulations and have a strong passion for the PDC.
- Spanish proficiency preferred, but not required.

The Washington State Democratic Central Committee provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.

This position will remain open until the position is filled. To apply, please send your resume to Diane@wa-democrats.org, along with a brief description of what interests you about the position. The Washington State Democratic Central Committee provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics.