



### DIGITAL STRATEGIST

The Indiana Democratic Party seeks an experienced Digital Strategist to be part of the Party's communications team. This role is responsible for crafting the Party's digital fundraising and engagement — on social media and on the web. The Digital Strategist works closely with the Communications Director, the Finance team, Executive Director and the Chair to execute overall strategy. Candidates should be creative self-starters with experience working in fast-paced environments, be fluent in current social media, web tools, and the best digital fundraising and organizing practices. They should also have a keen eye for evolving digital trends and quickly identifying opportunities to amplify the Party's message.

#### Major responsibilities of this position will include, but are not limited to:

- Craft a data-driven, digital fundraising and engagement strategy across platforms (website, email campaigns, social media, virtual events).
- Track, measure, and optimize digital fundraising, email, and social media metrics to craft an effective fundraising strategy.
- Build creative, holistic digital campaigns and write engaging digital content to support the Party's topline goals.
- Manage the email program including writing fundraising emails, engagement emails, and a weekly newsletter. Build effective email lists and devise ways to increase the number of subscribers.
- Create and test ActBlue fundraising pages.
- Produce visual content such as videos, graphics, and webpages.
- Update, optimize, and maintain the website.
- Stay up to date with the latest developments in digital media technology and online activism.
- Other tasks as assigned.

#### Preferred qualifications:

- 2+ years of relevant work experience desirable; and a demonstrated record of leading successful online media projects, including but not limited to social media campaigns, website management and producing audio/visual content for online purposes
- Strong writing skills and good editorial judgment
- Experience with crafting a data-driven digital strategy and knowledge of the best digital practices in fundraising, social media, and email programs
- Demonstrable experience producing audio and video content as well as graphics, using production software, including knowledge of Adobe Creative Cloud
- Graphic design skills required and experience with WordPress, HTML and CSS preferred
- Superior project management skills and the ability to work in a fast-paced, dynamic environment and as a part of a team
- Flexibility to accommodate irregular and sometimes long work hours. Some evenings and weekends will be required, in addition to in-state and out-of-state travel

**Applicants are asked to send a resume and cover letter to [jobs@indems.org](mailto:jobs@indems.org) by Friday, March 26 at 5pm EDT.**

*The Indiana Democratic Party is an equal opportunity employer and 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.*