



Tennessee Democratic Party Employment Opportunities

Digital Director

The Digital Director will be responsible for applying digital tools to engage and mobilize Tennesseans with a focus on working class Tennesseans in urban, suburban and rural communities. This position will devise new opportunities to recruit volunteers, register voters, and support grassroots partners, while cultivating and expanding the TNDP communications operation. This position is also responsible for developing creative content for digital platforms in addition to fundraising emails.

Responsibilities:

- Develop and implement hard-hitting and relevant digital campaigns and strategies including content production and deployment, brand management, and narrative focused messaging.
- Starting from scratch--building and executing a vision for creative communications to hold decision makers accountable and lift the voices of Tennesseans.
- Generate catchy, clever, edgy and accessible content alike, often from multiple voices to appeal to different audiences, but weaving a consistent narrative throughout.
- Create innovative and effective online advocacy and electoral campaigns; identify opportunities to engage and mobilize Tennesseans online and in person.
- Oversee deployment of organic and paid content on digital channels including email, social media, web, and text programs; deploy sophisticated targeting to reach key populations.
- Work with partner organizations on training, creation, production, placement and marketing of digital content.
- Develop and implement training opportunities for activists, organizational leaders, potential candidates, and elected officials.
- Utilize digital, communications and messaging research to ensure the right words reach the right people to motivate them to action.
- Manage vendors and consultants.
- Collaborate with, learn from, and develop strong working relationships with in-state partners and communication hubs in other states.
- Drive strong digital communications strategies for Tennessee's progressive campaigns.
- Generate compelling earned media.
- Manage website updates.

Required Skills and Qualifications:

- Digital strategy expertise, specifically 2-4 years of demonstrable success in content production and deployment, online organizing, political campaigns, email advocacy, and/or marketing.
- Familiarity with digital tools including managing social media for advocacy and acquisition purposes; creating content for multiple audiences; and other content marketing and distribution tools.
- Commitment to metrics and tracking progress, including a proven ability to implement data-driven strategies and sophisticated testing efforts.
- Experience managing and directing both projects and staff; desire and ability to build and grow a new team.
- Entrepreneurial mindset who can adjust on the fly, accept feedback, and create and direct their own work.
- Exceptional written & spoken communication skills: the ability to present information in creative ways.
- Fast-paced & detail oriented, ability to maintain grace under pressure and meet deadlines in a dynamic environment.
- A desire to participate in politics and believe in the power of people to influence decision makers.
- Relevant experience on campaign work in Tennessee is a bonus.

The Digital Director will report to the Executive Director. Salary is dependent on experience and is in the \$46,000-\$50,000 range. Generous benefit package offered.

How to Apply:

- To apply please submit a cover letter, resume, and three references at resume@tndp.org
- Applications improperly submitted will not be accepted.

Equal Employment Opportunity Policy: The Tennessee Democratic Party is an equal opportunity employer and it is our policy to recruit, hire, train, promote and administer any and all personnel actions without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, veteran status, gender identity or expression, ethnic identity or physical disability, or any other legally protected basis.