



Job Opening: Digital Director

The Maryland Democratic Party seeks a Digital Director who will manage and grow all aspects of the digital program, email fundraising, social media copywriting and execution, graphic content development, video production, online advertising, website maintenance, and manage outside vendors when necessary. The Digital Director will work with organizing, fundraising and communications staff to manage campaign communication, fundraising, organizing and engagement online. This position reports directly to the Executive Director and will work closely with the Communications Director to execute strategic communications goals and raise the Maryland Democratic Party's public profile.

Responsibilities:

Digital Director responsibilities include amplifying party messaging, growing MDP's email list, building our online fundraising program, and continuing to grow our presence on social media, as well as the ability to produce rapid-response social media content at a moment's notice.

- Develop an overarching department digital strategy, complete with digital metrics.
- Manage all social media accounts: Facebook, Twitter, Instagram, YouTube, and Medium, while staying up-to-date on new social media opportunities and updates to various online platforms.
- Work closely with the Communications Department to track breaking news that can be amplified online.
- Write engaging and productive fundraising emails with rigorous testing and optimization, list segmentation, and email list maintenance.
- Develop online fundraising and engagement goals, and email calendars.
- Execute high-performing fundraising emails under tight deadlines, mobilizing supporters to attend MDP events, and mobilization of volunteers.
- Grow email list organically, and through digital advertising.
- Design engaging digital and print graphics (fundraising emails, social media, rally signs, flyers, logos for MDP events, etc.)
- Maintain, and update website with press releases, and other updates needed for other departments.
- Production of digital analytics reports to optimize performance of digital program using data-driven strategies.
- Work seamlessly with all other departments, Democratic candidates and local parties to promote MDP efforts, digitally and with print design.
- Ability to work long hours, nights, and weekends when necessary.



Qualifications:

- Minimum 2 years experience running cutting edge digital campaigns.
- Excellent persuasive and engaging writing ability that can be demonstrated in long-form emails in different voices and translated into copy that's under 140 characters.
- Experience sending fundraising emails, and managing a successful email program for a candidate, or political organization.
- Proficient in Adobe Suite and Canva (Photoshop/Illustrator experience is required, After Effects, InDesign and other Adobe products is helpful).
- Proficient in using CMSs. (Wordpress, Cloudflare, HiFi, Drupal, etc.)
- Experience producing engaging videos, using tv clips, stock footage/audio, producing subtitles. (Proficiency in Final Cut Pro or Adobe Premiere are required)
- Experience running an efficient digital advertising program.
- Experience and working knowledge of HTML/CSS.
- Experience working in a fast-paced environment, managing multiple projects at the same time while meeting tight deadlines.
- Experience in NGP/VAN and ActBlue
- Incredible eye for detail.

Helpful skills, but not required:

- Experience with DSLR cameras, capturing high-quality images and video.
- Experience with Open Broadcaster Software or any streaming software
- Ability to code websites, microsites.
- Ability to create interactive graphics (Java, Tableau, etc.)
- Some knowledge of Maryland politics.
- Spanish language proficiency

How to Apply:

Please send a resume, cover letter, several examples of graphics and videos you have produced or a link to online portfolio (*preferred*), and examples of fundraising emails and social copywriting that you have produced to Eva Lewis, Executive Director at elewis@mddems.org with the subject line: Digital Director.

This is a full-time position, salary is competitive and based on experience/skillset. The Maryland Democratic Party is an Equal Opportunity Employer and all interested applicants are strongly encouraged to apply.

The Maryland Democratic Party is committed to building a staff that reflects the diverse communities that make up our state and the Democratic Party. Working towards the goal of a

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diverse Party, our policy extends to both staff and consultants. The Maryland Democratic Party is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, sex, age, national origin, veteran status, marital status, sexual orientation, gender identity, disability, or any other category prohibited by local, state, or federal law.