



# NEW HAMPSHIRE DEMOCRATIC PARTY

## **New Hampshire Digital Director**

The New Hampshire Democratic Party is seeking a highly motivated individual to direct digital operations for the 2021-2022 election cycle. The Digital Director will manage all aspects of the digital program: digital strategy, email fundraising, social media copywriting including graphics in collaboration with the Communications Team, rapid response, online advertising, website maintenance, and manage 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 Digital Director will play an important role on our team and will help elect Democratic candidates, protect our Democratic incumbents, and other statewide and federal offices in 2021 and 2022.

The Digital Director will work closely with the Director of Communications, the data department, the political department, and the digital department of the DNC - under the supervision of the Executive Director.

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

- Developing and managing an integrated digital campaign plan for the NHDP, including email, social media, and web properties;
- Working with the state party executive and political/field directors, finance and communications staff, consultants, and Democratic leaders to achieve our online goals;
- Writing, editing, and managing financial and mobilization content for the Party's email list and social media accounts;
- Running NHDP digital events during the COVID-19 crisis, including State Committee meetings, caucuses, and fundraisers through Zoom and other online platforms;
- Working closely with the Communications Department to track breaking news that can be amplified online;
- Managing 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;

- Training local Democratic leaders and campaign staff on digital technologies and social media;
- Designing digital and print graphics for both online and offline use;
- Writing, editing, shooting, and producing videos to tell the stories, mobilize volunteers, and persuade and excite voters;
- Supervising a Deputy Digital Director, as needed, with ability to recruit, hire, and manage daily; and
- Monitoring social media coverage of Democratic campaigns.

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

- Minimum 1.5-2 years of experience running cutting edge digital campaigns;
- Professional experience working in a fast-paced environment;
- Ability to produce rapid-response social media content;
- 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 drafting and executing message-focused email fundraising programs;
- 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, Mailchimp, Facebook, Twitter, Google Docs, Office Suite, ActBlue, Wix, video editing software, Photoshop and other Adobe systems;
- Experience placing targeted digital advertising;
- Experience creating well-designed templates;
- Proven experience managing multiple complex projects and finishing tasks ahead of fast deadlines;
- Willingness to work extensive hours, including nights and weekends with some travel (we are currently remote due to COVID-19);
- Responsive and positive team player who enjoys new challenges; and
- A strong commitment to Democratic values.

### **Logistics:**

- Must be able to travel outside of the state, sometimes for several days at a time, to national trainings and events; and
- 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;
- We are currently working remotely due to COVID-19. Once it is appropriate, we will open back up and expect the Digital Director to live in NH and work in the office at that time, with proper and reasonable notification.

### **How to Apply:**

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

Please list “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. Salary is based on level of experience, with the opportunity for growth.

The NHDP provides medical, dental, and vision coverage at no monthly premium cost to the employee, and we have a generous vacation package.

We are looking for a candidate who can commit to staying with the NHDP through November of 2022.

**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.**