



DIGITAL ORGANIZING DIRECTOR

The Iowa Democratic Party seeks a Digital Organizing Director who will manage and grow our digital organizing efforts online and offline. You'll work every day to engage and inspire Democrats in Iowa and hold Republicans accountable. The Digital Organizing Director will play an important role on our team to protect our Democratic incumbents, and help elect Democratic nominees in 2018.

Duties include but are not limited to:

- Manage and develop an integrated digital campaign plan for the Party, including email, social media, and web properties;
- Work with the state party chair, finance and communications staff, consultants and Democratic leaders to achieve online fundraising and engagement goals;
- Write, edit, design, and manage content for the Party's email list. You'll raise money, mobilize volunteers, and help elect candidates up and down the ticket;
- Manage website, email, social media data, and segment our email list to improve our results;
- Strategize and execute high impact, creative digital tactics to meet our organizing goals;
- Write compelling and engaging SMS copy various campaigns and projects, including rapid response moments;
- Perform trainings for local Democratic leaders and campaign staff. You'll develop trainings materials on key digital skills like email organizing, social media, and online fundraising;
- Keep a pulse on the latest trends and best practices for digital – and integrate them into our online organizing efforts.

Required Experience, Knowledge, and Skills

- Digital work experience on a Democratic or progressive campaign
- Exceptional writing skills with a wide range of tone and personality
- Contributed to a successful email program
- Ability to work across departments and with external groups
- Highly organized, detail-oriented, and analytical
- Best practices for communicating via email, Facebook and Twitter
- Experience with Blue State Digital, or other email marketing platforms
- Experience with SMS tools such as Hustle, Relay, and Ground Game
- Working knowledge of HTML and CSS

HOW TO APPLY:

This is a full-time position. Salary is commensurate with experience. Please send resume, cover letter, and 2 professional references electronically to jobs@iowademocrats.org. Finalists will be asked to complete a writing test to show their skill with writing blast emails.

DISCLAIMER:

The Iowa Democratic Party is an equal opportunity employer, and employs without regard to race, color, religion, gender, sex (including pregnancy, gender identity, and sexual orientation), parental status, family medical status or genetic information, military service, age, national origin, ancestry, marital status, height, weight, creed, economic status or disability.