The Virginia House Democrats are seeking to hire a Digital Director to begin as early as March 1, 2019. House Democrats will be running a competitive 2019 campaign for the majority by supporting incumbent and challenger campaigns. We're looking for someone who can leverage our digital channels and tools to advance these goals. This is a campaign year position, ending on November 30, 2019. This position reports directly to the Executive Director and will work closely with various members of staff where departments overlap.

Responsibilities
• Manage and develop an integrated digital campaign plan for the caucus, including email, social media, and web properties.
• Manage and develop campaigns plans for voter contact, including persuasion and turnout.
• Work with the Executive Director, finance and communications staff, consultants and campaigns to achieve our online goals.
• Engage Democrats online and expand our base by writing, editing and curating content for social media accounts.
• Design and execute a robust digital organizing plan to mobilize volunteers and voters for all state legislative races.
• Work with finance and communications staff to improve our website, email and social media streams, including segmenting our email list to improve our results.
• Perform trainings for local Democratic leaders and campaign staff — developing training materials on key digital skills like email organizing, social media, and online fundraising.
• Support the caucus's visual language online (and off); create social graphics, email, digital product, print materials, merchandise, advertising, event collateral and more, as well as craft brand strategy and implementation, as needed.

Desired Skills and Experience
• Passion for Democratic principles and a commitment to advancing the caucus' mission
• Able to stay calm under pressure in a fast-paced, demanding environment • Able to work comfortably in an "open office" setting
• Highly organized and detail-oriented individual
• Experience with email and digital organizing, communications, and online fundraising.
• Experience with online analytics platforms, concepts, and workflows (such as Google Analytics, Facebook Insights/Ads Manager, and email fundraising metrics).
• Excellent persuasive writing skills with a strong attention to detail.
• Understand basics of graphic design.
• Proven experience managing multiple complex projects and finishing tasks on deadline.
• Experience with Adobe systems, including Photoshop, Illustrator, and InDesign is a plus.
Applicants should be prepared to work long hours, be based in Richmond, Virginia and have access to a vehicle. Excellent writing skills are a must.

Pay is commensurate with experience. Health insurance provided. To apply, send a resume, cover letter and references to info@vahousedems.org -- please make your subject line "Digital Director."

The Virginia House Democratic Caucus is a diverse group of Delegates and their staff, committed to achieving a majority in the House of Delegates. We encourage all to apply, regardless of race, color, gender, class, religion, creed, sex, sexual orientation, gender identity, disability, national origin, ancestry, age, veteran status or absolutely anything else that does not directly impact your ability to do your job.