

Audience Development Manager

EMILY's List, the nation's largest resource for women in politics, is searching for an Audience Development Manager to join our Digital team. We recruit and train candidates, support strong campaigns, research the issues that impact women and families, and turn out women voters. Since our founding in 1985, we have trained nearly 10,000 women to run and helped elect 116 women to the House, 23 to the Senate, 12 governors, and over 800 to state and local office. Forty percent of the candidates EMILY's List has helped elect to Congress have been women of color - including every single Latina, African American, and Asian American Democratic congresswoman currently serving.

Principal Responsibilities

The Digital Department is responsible for engaging and growing the EMILY's List community and providing online resources for EMILY's List candidates. The department works closely with the Campaigns, Training, Development, and Communications teams to ensure our online program advances the organization's fundraising, messaging, and electoral priorities.

The Audience Development Manager will work alongside the Social Content Coordinator to strategically grow and evolve the EMILY's List community on social media and deepen our relationships with diverse communities online.

Specific Duties

- Develop audience development goals for existing and new EMILY's List social media channels;
- Create a strong relationship between our audience development goals and the content we're posting and identify areas for improvement on an ongoing basis;
- Build relationships with online influencers and social media managers for content promotion;
- Monitor real time social traffic to identify moments and online conversations that we should participate in;
- Identify growth opportunities across new and existing platforms;
- Draft and post thoughtful, smart content for Facebook, Twitter, Instagram, Tumblr and additional platforms as needed;

- Work with our Communications team to identify and pitch external outlets to maximize the online potential of press hits;
- Help develop audience and social reporting that can adapt to and meet the needs of stakeholders across the organization.

Qualifications

This is a new role on our digital team with tremendous potential for growth and the opportunity to innovate in new areas.

Ideal candidates will have 3 or more years of experience in social media management, online outreach, or community management. This role requires a strong self-starter who is comfortable representing EMILY's List to external organizations, partners, and collaborators.

Additional qualifications:

- A strong knowledge of social media strategy and audience development;
- A track record of producing creative, audience-aware content for different platforms;
- Familiarity with Google Analytics, Facebook Insights and Twitter analytics;
- Strong attention to detail;
- A strong sense of teamwork – we not only work closely as a team, but pride ourselves in providing excellent customer service to our organization's other departments.

Candidates should be able to handle multiple projects at once, work well under deadline, and understand that the internet isn't always a 9 to 6 kind of job.

Must have a commitment to the diversity of our candidates, membership, partners, and staff and the commitment and passion to elect pro-choice Democratic women.

EMILY's List offers a competitive salary and a strong benefits package. To apply, email resume and cover letter to jobopening@emilyslist.org, - subject line "Audience Development Manager." **No calls, please.**

EMILY's List is an Equal Opportunity Employer that values a multi-cultural, diverse working environment. Applicants of diverse backgrounds are welcomed and encouraged to apply.