

## **Deputy Digital Director**

EMILY's List, the nation's largest resource for women in politics, is searching for a Deputy Digital Director. EMILY's List has raised over \$500 million to support pro-choice Democratic women candidates – making them one of the most successful political organizations ever. Our grassroots community of over five million members helps Democratic women wage competitive campaigns – and win. 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 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. Since the 2016 election, thousands of women and counting have reached out to us about running for office. To harness this energy, EMILY's List has launched Run to Win, an unprecedented effort to help more women run and win at the local, state, and national levels.

### **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 Deputy Digital Director will support the VP, Digital in developing the strategy and managing the implementation of the organization's online activities including growth, fundraising, and communications. She or he will coordinate the day-to-day workflow of the digital team, including social media, creative work, rapid response and interdepartmental projects.

### **Specific Duties**

- Oversee day-to-day workflow of the EMILY's List digital team, including the social media program, coordination of cross-team projects, creative work and interdepartmental projects as assigned;
- Partner with the VP, Digital to develop content and engagement strategy for the EMILY's List website, email, and social media outlets;
- Collaborate with the Email Director to coordinate content strategy and messaging across the team;
- Manage the social content coordinator and audience development manager to ensure that our social media messaging promotes broader Digital department

- goals; aligns with the messaging used by EMILY's List at large; and supports our endorsed candidates;
- Manage the designers to ensure that EMILY's List continues to produce quality art, and help ensure that design work produced for the digital team, other EMILY's List departments, and our campaigns is a positive and consistent representation of the organization's brand;
  - Establish and manage ongoing reporting processes to keep the Digital Team, Senior Leadership Team, and broader organization up to date on the programs and achievements of the Digital Team;
  - Serve as a liaison with online strategy consultants and technology vendors. This includes but is not limited to facilitating online ad approvals, collaborating on ad strategy, and coordinating website updates and new website initiatives;
  - Perform other duties as assigned.

## **Qualifications**

Candidates for this position must be self-directed, politically savvy, and have a sense of humor. Ideal candidates will be highly organized and deadline-driven. They should have three to five years of experience doing digital work, preferably in a political or non-profit organization, and should have a solid understanding of digital tools, advocacy campaigns, online fundraising, and social media. Basic technical skills, including familiarity with HTML, are required.

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 [digitaljobs@emilyslist.org](mailto:digitaljobs@emilyslist.org) with the subject line including your first and last name." **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.**