

Digital Content Coordinator

EMILY's List, the nation's largest resource for women in politics, is searching for a Digital Content Coordinator 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 Digital Content Coordinator will work alongside digital team members to create sharp, thoughtful, and engaging email content. They will be responsible for the drafting, editing, and sending of emails and helping develop and execute both long and short-term content testing.

Specific Duties

- Draft email content that is creative, timely, and inspiring;
- Manage the email process from start to finish, including drafting, editing, running approvals, set up, segmentation, and testing;
- Help brainstorm new email angles and testing strategies, as well as creative content for our other digital channels;
- Help create an optimized user experience every step of the way, including drafting, testing, and optimizing landing pages;
- Work closely with our in-house designer, developer, and analyst to evaluate and optimize email performance;
- Manage large-scale email campaigns with a focus on long-term storytelling;
- Serve as lunch hour back-up and break relief for front desk as needed.

- Other projects as assigned.

Qualifications

We're looking for candidates who not only love to write, but love to write with the goal of motivating supporters to take action. Creativity, outstanding writing skills, and a respect for our community members are all required for this role.

Candidates should have at least one year of writing experience in a political, non-profit, or advocacy setting.

Additional qualifications:

- A personable and engaging writing style;
- Experience with basic HTML;
- Ability to recognize a great news hook and share it with supporters in a way that fits within our candidates' narratives and the greater political landscape;
- Strong attention to consistency and detail;
- The ability to stay calm and act quickly in rapid response situations;
- 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 "Digital Content Coordinator." **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.