

Social Media Manager

EMILY's List, the nation's largest resource for women in politics, is searching for a **Social Media Manager** to join our Digital team. EMILY's List has raised over \$600 million to elect pro-choice Democratic women candidates. With a grassroots community of over five million members, EMILY's List helps Democratic women win competitive campaigns – across the country and up and down the ballot – by recruiting and training candidates, supporting strong campaigns, researching the issues that impact women and families, and turning out women voters to the polls. Since our founding in 1985, we have helped elect 150 women to the House, 26 to the Senate, 16 governors, and nearly 1,100 women to state and local office. Nearly 40 percent of the candidates EMILY's List has helped elect to Congress have been women of color. During the historic 2017-2018 cycle, EMILY's List raised a record-breaking \$110 million dollars and launched a record independent expenditure campaign. We helped elect 34 new women to the House, including 24 red-to-blue victories; enough seats to have delivered the U.S. House majority alone. Since the 2016 election, more than 40,000 women have reached out to EMILY's List about running for office laying the groundwork for the next decade of candidates for local, state and national offices.

Principle 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 **Social Media Manager** is responsible for creating engaging content for and managing the EMILY's List social media platforms, coordinating live streams and chats with EMILY's List candidates and surrogates, and growing our audience of digital activists, donors, and members. This role serves as both a content creator and content strategist.

Specific Duties

- Create compelling, action-oriented content for Facebook, Twitter, and other social media platforms that reinforces the EMILY's List brand, amplifies key messaging, and uplifts our candidates;
- Plan and manage an editorial calendar to ensure accounts are updated with branded content every day;
- Recognize great hooks and political moments that will move people to take action;
- Run campaigns with an eye toward growing our social media audiences and turning them into online activists and donors;

- Write with a strong, personable style and adapt your writing across platforms and accounts;
- Develop appropriate reporting to keep organization leadership apprised of key metrics and performance data;
- Manage the weekly social media brainstorm(s);
- Other projects as assigned.

Requirements

We're looking for candidates who have a passion for social media, online engagement, and writing and who want to help elect more pro-choice Democratic women than ever before.

Creativity, outstanding writing skills, and a respect for our community members are all required for this role.

Candidates should have two or more years of experience in digital, preferably in a political or non-profit organization.

Additional qualifications:

- Native user of multiple social media platforms, especially Facebook, Twitter, and Instagram;
- Strong knowledge of social media strategy and audience development;
- Strong writing skills, attention to detail, and the ability to adapt writing style to multiple voices;
- Politically savvy with a keen eye on current events.

Candidates should be able to handle multiple projects at once, work well under deadline, and understand that digital isn't a 9 to 6 kind of job. Evening and weekend work will be expected as political events and rapid response needs demand. 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. The salary range for this position is \$54,000 to \$68,000 depending on experience.

To apply, email your resume and cover letter to digitaljobs@emilyslist.org - include your name and the job title in the subject line. **No calls, please.**

EMILY's List prohibits discrimination of employment, promotion, compensation, terms, conditions, or privileges of employment based on gender, disability, race, age, national origin, color, creed, sexual orientation, sex (including marital and parental status), gender identity and expression, religion, economic status, ethnic identity, veteran's status, or any other basis prohibited by applicable law.

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.