

Digital Engagement Director, Run to Win

EMILY's List, the nation's largest resource for women in politics, is searching for a Digital Engagement Director, Run to Win 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.

Run to Win is a national campaign that uses all of EMILY's List's expertise and resources to harness the energy of the more than 14,000 women who have told us they want to run for office at every level of the ballot and engage our supporters directly in their campaigns to help them win.

The Digital Engagement Director, Run to Win will manage all digital aspects of the Run to Win program including overall programmatic strategy, content, and offline trainings support. This role is a great opportunity for someone who's passionate about digital organizing and excited to bring a brand-new set of online resources to EMILY's List candidates.

This is a cycle-only position ending December 31, 2018.

Specific Duties

- Oversee all digital aspects of the Run to Win program;
- Manage the development, launch, and maintenance of a new site of online resources for Run to Win candidates;
- Manage online communities for Run to Win candidates and supporters who want to help them run;

- Develop online strategies to engage and plug our five-million person community into helping Run to Win candidates run, including potential call tool, SMS, and in-person opportunities;
- Develop new strategies for continuing to build and diversify the pool of Run to Win candidates;
- Manage the digital content coordinator, Run to Win to ensure that we provide smart, thoughtful, and engaging content to Run to Win candidates and supporters;
- Manage the digital training coordinator to create a streamlined online experience for Run to Win trainees;
- Work with stakeholders across the organization to fulfill the digital needs of Run to Win;
- Work with members of the digital team to ensure coordination between Run to Win and the broader email and social media programs;
- Other projects as assigned.

Qualifications

We're looking for candidates who have a passion for digital organizing and want to help more pro-choice Democratic women run for office than ever before.

Ideal candidates will have 5+ years of experience in digital organizing, preferably in a political, non-profit, or advocacy setting. Candidates for this position must be self-directed, strong project managers, and enjoy leading a team.

Additional qualifications:

- Previous digital organizing experience, particularly in providing online resources to support offline work;
- Previous project management experience with cross-departmental project management preferred;
- Strong written and oral communication skills;
- A strong attention to consistency and detail;
- Ability to meet time-sensitive deadlines;
- An interest in new digital organizing tools and tactics;
- 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;
- Familiarity with constituent management systems such as Blue State Digital, EveryAction, or Action Kit preferred;
- Experience with SMS messaging platforms preferred.

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 Engagement Director, Run to Win." **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.