

Vice President, Digital

EMILY's List, the nation's largest resource for women in politics, is searching for a Vice President of Digital. 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 Vice President, Digital is a member of the Senior Leadership Team and is responsible for developing the strategy and managing the implementation of the organization's online activities including fundraising, communications, community engagement, and growth.

She or he works closely with the President, Executive Director and others on the senior leadership team to expand the organization's online presence by engaging new supporters, developing the organization's social media strategy, raising money for EMILY's List and candidates, supporting Run to Win with online content and tools, ensuring that EMILY's List stays on the cutting edge of digital trends and technology, and advising EMILY's List candidates on digital strategies.

Specific Duties

- Develop strategic plans and budgets for online acquisition and fundraising;
- Oversee email program to maximize revenue for candidates and EMILY's List;
- Develop content and engagement strategy for the EMILY's List website, email program, and social media outlets including Twitter, Facebook, Instagram, and Tumblr;
- Create long-term and short-term strategic plans for community engagement and growth;
- Manage a growing team of 15+ digital practitioners;
- Oversee development and digital organizing strategy for Run to Win, including email, social media, and community engagement of the Run to Win Facebook and Slack communities;
- Oversee digital strategy and manage the website of Run to Win candidate resources;
- Oversee development of online technology including the EMILY's List website, content management systems, and other EMILY's List online properties;
- Develop income and expenditure budget for digital program;
- Manage regular reporting out of the digital team's fundraising, social media, and online campaigns to senior staff and the EMILY's List board of directors;
- Work with other department directors to ensure that work is integrated and organization's online needs are being met;
- Perform other duties as assigned.

Qualifications

Candidates for this position must be creative, innovative leaders with 7-10 years of digital experience that includes running robust online fundraising and acquisition programs. We are looking for candidates who carry a respect for our community of supporters and a passion for electing pro-choice Democratic women.

Candidates should have a proven track record of staff management and a strong interest in helping foster and develop digital talent. Candidates should also have significant experience in online fundraising, email communications, listbuilding, content development, and digital organizing.

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.

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 "VP, Digital." **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.