



Marcel Groen
Chair

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Vice-Chair

John A. Hanna
Treasurer

Kathryn Huggins
Recording Secretary

Jacqueline Smith-Bennett
Corresponding Secretary

Overview

The Pennsylvania Democratic Party is seeking to hire for the position of **Digital Director** to begin immediately. This position is based in Philadelphia and compensation is commensurate with the applicant's experience.

Contact: Resumes should be emailed to jobs@padems.com with "Digital Director" in the subject line

- Manage and develop an integrated digital campaign plan for the Party, including email, social media, and web properties.
- Work with the state party Executive Director, finance and communications staff, consultants and Democratic leaders to achieve our online goals.
- Write, edit, and manage content for the Party's email list— raise money, mobilize volunteers, and help elect candidates up and down the ticket.
- Engage Democrats online and expand our base by writing, editing and curating content for PDP social media accounts.
- Identify opportunities for online engagement and track digital trends to grow our online program.
- Manage website, email, social media data and segment our email list to improve our results.
- Perform trainings for local Democratic leaders and campaign staff— developing training materials on key digital skills like email organizing, social media, and online fundraising.
- Support the party's visual language online (and off); create social graphics, email, digital product, print materials, merchandise, advertising, event collateral and more, as well as craft brand strategy and implementation

Desired Skills and Experience:

Qualifications

- Passion for Democratic principles and a commitment to advancing PDP's priorities.
- Able to stay calm under pressure in a fast-paced, demanding environment
- Highly organized and detail-oriented individual
- Experience with email and digital organizing, communications, and online fundraising.
- Excellent persuasive writing skills with a strong attention to detail.
- Experience with email and fundraising platforms, such as Blue State Digital, NGP, and ActBlue.
- Experience with content management systems such as Drupal or WordPress.
- Understand basics of graphic design for the online consumption
- Proven experience managing multiple complex projects and finishing tasks on deadline.
- Working knowledge of HTML for web and email design.
- Experience with Adobe systems, including Photoshop, Illustrator, and InDesign is a plus.
- Experience with Google Analytics, Facebook Insights, and email analytics are a plus.

The Pennsylvania Democratic Party (PDP), is committed to diversity among its staff, and recognizes that its continued success requires the highest commitment to obtaining and retaining a diverse staff that provides the best quality services to supporters and constituents. The PDP is an equal opportunity employer and prohibits discrimination of employment, promotion, compensation, terms, conditions, or privileges of employment on the basis of 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.

Paid for and authorized by the Pennsylvania Democratic Party
Not Authorized by any Candidate or Candidate's Committee

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