



Digital Director:

This is an exciting opportunity for an individual looking to play a key role in the development and execution of the campaign's pathway to victory for a transformational candidate and organizing-first campaign seeking to engage and inspire a diverse electorate. We are building a campaign that will both win electorally and create a sustained grassroots force for political change that will continue after the election to help us enact our transformational agenda. Thus the campaign seeks a Digital Director committed to developing and executing a digital strategy that will be innovative and inclusive in its storytelling and voter empowerment.

Responsibilities:

- Working with senior leadership to develop a digital strategy, message, and plan for the campaign.
- Developing a strategy for engaging diverse audiences with digital tools.
- Collaborating across various departments to amplify the campaign's efforts in organizing, communications, and fundraising.
- Provide support to the digital organizing team and a diverse set of stakeholders on their digital efforts.
- Creating a cohesive statewide message by writing, editing, designing, and curating content for the campaign's social media accounts.
- Managing a robust social media program which integrates our message and tracks progress and effectiveness of our effort.
- Producing social media graphics and videos to elevate the candidate's social media brand and messaging.
- Work with digital fundraising consultant and digital messaging consultants to increase support for the campaign.

Essential Qualifications:

- 1-3 years of communications and/or digital experience, ideally in the political field; other experiences also of interest
- Excellent written and verbal communication skills
- Experience in graphic design, social media management, and strategic communications
- Demonstrated success with audience diversity and cultural competence
- Basic videography and photography skills
- Experience with email and digital organizing, communications, and online fundraising
- Proven experience managing multiple complex projects and finishing tasks on time
- Experience with NGP, Votebuilder, Mobilize



- Working knowledge of Wordpress
- Commitment to investing in people and the development of teams and leaders, including volunteers.

Preferred Qualifications:

- Demonstrated comfort with the Adobe Creative Suite
- Experience working with relational digital organizing tools.
- Experience building a digital program
- Multilingual

Salary: \$4000-\$6000/mo plus healthcare

Location: Boston, MA

To apply, please send your resume to jobs@allenforma.com with “[NAME]: Digital Director” in the subject line. We do not require cover letters. Candidates with non-traditional resumes or non-traditional ways of demonstrating the qualifications above will be considered. Please do not hesitate to apply if you believe you are qualified along many, though not all of the dimensions listed above.