

DLCC: State Digital Strategist

Be a part of the team that will be instrumental to the Democratic Legislative Campaign Committee (DLCC) taking back our state legislatures and—by winning crucial redistricting fights—remaking the U.S. Congress to re-enfranchise millions of voters and end the GOP single party rule that’s paralyzing our government.

Our task is no less than to teach a generation of voters about the central role their state legislatures play in their day-to-day lives, and in the shaping of the country.

The mission is to win Democratic majorities and build Democratic power in state legislatures.

Role

As a member of the Political Department, the State Digital Strategist will directly support the creation of robust caucus digital programs in critical states that could serve as models for caucus digital programs nationwide. The State Digital Strategist will coordinate with DLCC regional political directors and with DLCC’s digital department in order to be a resource for caucuses with questions about digital best practices. In this role, the State Digital Advisor will travel to states, work with caucuses and regularly report back to the political team.

The State Digital Strategist reports to the National Political Director. This position is based in Washington, DC with significant travel.

The State Digital Strategist is expected to model the values of DLCC:

- Transparency
- Credibility
- Initiative
- Teamwork
- Focus on Results

This is a cycle-only position ending January 31, 2019.

Responsibilities

- Collaborate with DLCC political and digital staff to develop and help implement digital best practices for caucuses.
- Build successful digital programs in states.
- Work with individual regional political directors to identify appropriate benchmarks for caucus digital programs.
- Respond to questions from Political Directors and caucuses to improve digital programs.
- Other Duties as assigned.

Expected Outcomes

- Model caucus digital programs exist to draw lessons learned for all caucuses.
- Caucuses with DLCC supported digital programs improve fundraising.
- DLCC political department has tools to support caucus digital programs.
- DLCC political department is fully aligned on caucus digital goals and benchmarks.

Qualifications

- At least two cycles of experience working on digital programs for a campaign, party committee, or PAC.
- Strong written, verbal, and interpersonal communication skills.
- Proficiency in email fundraising, social media management, online organizing, and digital advertising strategy. Basic graphic design is an advantage.
- Experience with CRMs and CMSs – such as Blue State Digital, NGPVAN, ActBlue, and WordPress – and proficiency in basic HTML/CSS.
- Ability to translate digital expertise and train caucus staff.
- Ability to manage multiple projects simultaneously and prioritize tasks accordingly.
- Experience in a highly collaborative environment and ability to work collaboratively across departments.

How to Apply

Salary is commensurate with experience and qualifications. In addition, the DLCC offers a generous benefit package as well.

Please submit a cover letter, resume, and professional references to jobs@dlcc.org by July 31, 2017. Please reference "State Digital Strategist" in subject line. Please indicate where you saw this posting. No calls please.

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The Democratic Legislative Campaign Committee (DLCC), 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. DLCC is an equal opportunity employer and it is our policy to recruit, hire, train, promote and administer any and all personnel actions without regard to sex, race, age, color, creed, national origin, religion, sexual orientation, gender identity or expression, physical or mental disability, personal appearance, marital status, family responsibilities, genetic information, or any other legally protected basis. DLCC will not tolerate any unlawful discrimination and any such conduct is strictly prohibited.

