

Company: Progressive Promotions

Job Title: Manager, Digital Strategy and Creative

Location: Downtown Denver, occasional travel

Hours: Full time

Salary & Benefits: \$40k, a competitive health and dental plan; retirement plan with match; paid time off, sick days, bereavement days; optional cell phone plan; flexible office schedule; dog-friendly office; work culture that values physical and mental self-care in order to produce the impeccable work for our clients; optional out-of-office “Fun Friday” activity every other week

Are you politically progressive? Passionate about your values? Creative and fun?

If so, Progressive Promotions could be the perfect fit for you. We are seeking a passionate co-worker to harness their vision and strategic energy into creating and sharing content that moves diverse audiences to ultimately help make political and social change. This person will meet with clients, work with our team, create the best content possible, help ensure the day-to-day success of our digital campaigns, and not only be eager to take on challenges, but also want to push her/himself to learn more. Simply put, we are looking for a Digital Strategy and Creative Manager who is willing to work hard for progressive causes they believe in and get sh*t done.

About Progressive Promotions

Progressive Promotions is a boutique, women-run, consulting firm that specializes in nonprofit/political communications, outreach, and advocacy engagement strategy in Colorado. We choose projects that align with our values, which ensures we love our clients and provide an individual approach to each of them. From get-out-the-vote campaigns, to legislative advocacy, to raising awareness about specific issues, we love getting our hands dirty and creating unique communications strategies that go above and beyond for our clients.

Our digital strategy team uses authentic storytelling, bolstered with data and best practices, to move audiences on the “know -> care -> do” spectrum to promote our clients’ missions - whether we’re running large coordinated targeted ad campaigns, cooking up engagement strategies across digital platforms, or creating original content like shareable graphics and videos.

We work in a close, almost family-like environment and are looking for a team member that will enjoy our supportive, fun, & dedicated vibe.

Possible Job Responsibilities:

- Work as part of the small Progressive Promotions team to support each other and create strong communications strategies and content that work for our clients.
- Monitor and analyze online metrics, establishing key performance indicators and sharing results and recommendations with clients, as well as using them to drive strategy.
- Create strong original written and visual content for clients in line with their branding, tone and messaging - including graphics, blogs, emails, websites, etc.
- Develop and implement cutting-edge online communications and outreach campaigns, ensuring that our clients’ online channels are operated in alignment with appropriate client priorities, as well as continually growing and engaging with the correct targeted audiences while amplifying key messages.

- Manage and update clients' online properties day-to-day, including social media channels, websites, and email programs.
- Stay on the cutting edge of developments in the online organizing space, monitoring trends and determining how our clients' can leverage trends as part of its communications strategy.
- Create your own work plan and take this job in the direction you want to go in your expertise.
- Help with press pitch and outreach calls, as well as other earned media tasks when needed.

Strongly Preferred Qualifications:

- Bilingual (Spanish; English).
- Experience with tracking analytics and finding patterns.
- Working knowledge of Adobe Creative Suite.
- Demonstrated ability to apply creative - and successful - engagement campaigns on social media platforms.
- Ability to develop and manage an editorial process, and to conceptualize and execute social media content, including multimedia.
- Ability to work with clients at various levels, including articulating how social campaigns deliver impact to broader mobilization and legislative objectives.
- Solid judgment skills for moderating social media conversations and monitoring or responding to feedback on social media platforms and on blogs.
- Ability to prioritize, work well under pressure, and capably handle/juggle multiple tasks, take initiative and self-direct within tight deadlines.
- Yearning to continue learning.
- Extraordinary attention to detail.

Other Qualifications:

- Experience with CRMs, tracking users across platforms.
- Experience with CSS, HTML, PHP.
- Strong understanding of social media in relation to broader media.
- Strong understanding of nonprofit and digital communications best practices.
- Strong understanding of the Colorado political landscape.

To Apply: Please send your resume, cover letter, and portfolio (if applicable) to Sarah@Progressive-Promotions.com with the subject line, "Job Application." No phone calls please.

Progressive Promotions is committed to a more diverse, inclusive, and representational progressive movement - starting with us. We strongly encourage applicants from all cultures, races, geographies, genders, sexual orientations, physical abilities, and all other identities represented in Colorado to apply. We prohibit discrimination and harassment based on any identity and uphold both Colorado and Federal employment law in all processes.