



## **Digital Director**

Lauren Underwood for Congress is seeking a Digital Director for the 2022 election cycle. The Digital Director will expand on the successes of our digital programs while deepening our storytelling and content development. The ideal candidate will bring an innovative spirit with strong graphic design skills. This individual is a highly organized self-starter with a positive attitude and a passion for progressive Democratic politics.

In addition to Lauren Underwood for Congress, the Digital Director will support the congresswoman's related political activities, including American Mosaic PAC and Farm Team PAC.

**Note:** Candidates for this role must be based in or near the [14th Congressional District of Illinois](#), or be willing to relocate by January 2022.

## **General Responsibilities**

- Build out and manage an editorial calendar, pitching new concepts and moving quickly to execute on them.
- Create and lead the campaign's digital content and creative efforts. Everything from policy explainers to event invites to short-form animation, and much more.
- Work closely with the Communications Director to establish and maintain a cohesive and strategic message across platforms, focusing on amplifying the Congresswoman's accomplishments.
- Active management of all digital communications channels (Facebook, Twitter, Instagram, YouTube, etc)
- Develop copy and content for digital platforms, including social posts, graphics, scripts, and email.
- Monitor conversations locally and online to identify and amplify compelling stories, as well as potential rapid response.
- Collaborate on digital mobilization efforts, including building events using digital tools and growing our online volunteer base.
- Support other special projects, assignments, and tasks in collaboration with the congresswoman and other senior staff.
- Work with our merchandising partner to manage and grow our online store.
- Manage the relationship with our outside digital firm, who handles digital ads and some fundraising.



**Who you are:**

- 3+ years experience working in digital media, either for a campaign, nonprofit or private sector company.
- Strong copywriting ability. You can capture our voice \*and\* elevate it to the next level.
- Understand the current social media landscape and best practices for each platform.
- Highly motivated with a proven eye for design and the skills to back it up! (Canva, Photoshop, Illustrator, etc). Video editing is a plus!
- Highly organized with strong attention to detail, able to juggle multiple tasks at the same time and can meet tight deadlines.
- You value feedback and understand how to incorporate it into your work.

**General Qualifications**

- Strong organizational skills, attention to detail, and strong written and verbal communication
- Proven familiarity with political and digital best practices
- Experience with social media channels, and an understanding of how to create optimized content for each channel
- Familiarity with Sprout software to track performance and analytics
- Experience with Adobe Suite, Canva, and other software to produce engaging graphics and video on a quick timeline
- Experience with WordPress a plus!
- Demonstrated interest in progressive politics, with a willing to work long hours and weekends as needed

**Compensation:**

Salary for this senior-level position on our team will be \$6,000/month + \$300/month health care stipend

**How to Apply:**

Please submit your interest through the following form and we will be in touch:

<https://bit.ly/digidirectorapp>

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**Our Commitment to Inclusion & Diversity:**

As an Equal Opportunity Employer, Lauren Underwood for Congress is committed to building and fostering a workplace of diversity and employee inclusion. We strongly encourage candidates with a diversity of lived experience and identities to apply.