



The Pennsylvania House Democratic Campaign Committee is hiring a Digital Director.

House Democrats are running a competitive 2024 campaign to defend the majority by supporting incumbent and challenger campaigns. We're looking for someone who can leverage our digital channels and tools to advance these goals. This is a campaign year position, ending on November 30, 2024 with the possibility of being extended into a permanent staff position.

Responsibilities

- Manage and develop an integrated digital campaign plan for the committee, including email, social media, and web properties.
- Work with finance team to manage internal email fundraising and meet ambitious monthly goals.
- Manage and develop campaigns plans for voter contact, including persuasion and turnout.
- Design and execute a robust digital organizing plan to mobilize volunteers and voters for all state legislative races.
- Perform training for local leaders and campaign staff — developing training materials on key digital skills like email organizing, social media, and online fundraising.
- Manage other digital staff.
- Other tasks as assigned by the Executive Director.

Desired Skills and Experience

- Passion for Democratic principles.
- Able to stay calm under pressure in a fast-paced, demanding environment.
- Experience with online analytics platforms, concepts, and workflows (such as Google Analytics, Facebook Insights/Ads Manager, and email fundraising metrics).
- Excellent persuasive writing skills with a strong attention to detail.
- Understand basics of graphic design.
- Proven experience managing multiple complex projects & finishing tasks on deadline.
- Knowledge of Adobe with the ability to make basic videos.

Qualifications

- Minimum 2-3 years of experience contributing to or managing a fundraising-based email program, preferably in a campaign, political, or non-profit organization;
- Expert knowledge of online fundraising and email best practices;
- Strong email writing and editing skills;
- Advanced knowledge of ActBlue, NGP 7 and NGP 8;
- Commitment to the diversity of our candidates, membership, partners, and staff;
- Commitment and passion to elect a Democratic Majority in the Pennsylvania House.

For consideration, please send your resume and at least three sample emails, tweets or posts that you've written in the past to info@pahdcc.com – applicants are being considered on a rolling basis and the committee is looking to move quickly for the right applicant.

Salary: \$6,000- \$6,500/mo plus benefits including a platinum level healthcare package with dental and vision. The HDCC has a comprehensive employee handbook which covers vacation time, sick time and other employee benefits, as well as the HDCC Code of Conduct. Candidate must be based in or willing to relocate to Pennsylvania. Some travel may be required.

PA HDCC is an equal opportunity employer and committed to providing employees with a work environment free from discrimination and harassment. The PA HDCC is committed to including groups historically underrepresented due to race/ethnicity, religion, age, gender identity, sexual orientation, veteran status, and/or ability. We strongly encourage members of underrepresented and marginalized communities to apply.