



Digital Director - Wisconsin State Senate Democratic Committee

The Wisconsin State Senate Democratic Committee (SSDC) is seeking a creative and growth-oriented digital director to support the committee's work in electing Democrats to the Wisconsin State Senate. Since 2016, SSDC-affiliated races have seen a marked increase in spending, and a robust digital fundraising program will be critical to success in November of 2022.

Location: Madison, WI

Salary: \$60,000 per year + benefits

Reports to: Executive Director

Start Date: July 30th, 2021

Application Deadline: Applications will be considered on a rolling basis

To Apply: Send your resume to senate@wisdems.org with the subject line of "Digital Director".

Job Responsibilities:

- Manage and build on a digital fundraising program that should include email, direct-to-donate advertisements, and other potential revenue streams
- Track metrics and performance of said digital messaging and report said feedback to Senate leadership and the Executive Director
- Manage current email list, and most importantly, grow said list through robust procurement
- Develop and oversee the creation of graphical content for both direct SSDC social media pages but also those of SSDC affiliated candidates
- Communicate with the Executive Director and contracted consultants to devise attractive messaging capable of bringing support for candidates in the field but also drive fundraising to the SSDC from across the country
- Monitor state/local news and social media for relevant current events which can support the stated goals of the committee
- Other duties as assigned by the Executive Director

Qualifications:

- Working knowledge of prevalent social media platforms (ie: Facebook, Instagram, Tik Tok, Google, etc), NGPVAN, mass-texting platforms and other relevant digital tools
- 2+ cycles of digital experience on a campaign, committee, or at an IE Group
- Demonstrated graphic design skills
- Strong creative writing skills
- Goal oriented and committed to seeing progressives win in November, 2022
- An understanding of the Wisconsin political landscape is also a plus!

The Wisconsin SSDC is an equal opportunity employer and values having an inclusive and diverse team. People of color, LGBTQ+, and people with disabilities are encouraged to apply.