



Iowa Senate Majority Fund Job Description: Digital Media Director

Position Overview

The Iowa Senate Democrats (Senate Majority Fund) is seeking a passionate, motivated individual to become our Digital Media Director for the 2026 election cycle in Iowa. The position starts no earlier than March 16, 2026 and works through November 15, 2026. The digital media director will report to the Senate Majority Fund Executive Director.

The digital media director will work with caucus members and candidates across Iowa to create and execute digital strategies across multiple platforms, crafting innovative and distinctive content while ensuring message discipline. The director will be responsible for directly managing accounts for some members and candidates while serving in an advisory role for some other members and candidates and their campaign staff. This is a new position with a lot of scope to explore new ideas and strategies in the digital/social media space.

This position will require campaign hours and state-wide travel. The salary is \$5,000 per month, and core benefits include healthcare, paid vacation, and paid sick leave. Additional incentives and benefits may be available. This position may begin remotely but will be expected to relocate to Iowa.

Qualifications

Qualified candidates must be highly organized, able to multitask and manage multiple deadlines, and able to work in a fast-paced environment. The position is ideal for someone who is creative and open to finding new ways to communicate with voters.

An ideal candidate will possess a mix of the following qualifications:

- Experience managing social media accounts across multiple platforms including Instagram, TikTok, BlueSky, Facebook, X, and Threads
- Experience creating vertical video content, and training others to do so
- Familiarity with tools like CapCut Pro and CanvaPro for creating and editing vertical videos and content

- Experience designing graphics, GIFs and social media templates
- Keen interest in social media trends, analytics, and exploring new ways to drive audience engagement and increase reach
- Ability to build relationships with members and candidates, and learn about the political and cultural landscape of Iowa and our target districts quickly
- Quick problem-solving skills and solutions-oriented mindset.
- Ability to manage multiple projects and deadlines at once and keep calm in stressful situations.
- Excellent verbal and written communication skills
- Passionate about electing Democrats to the Iowa Senate

Job Responsibilities

- Produce, edit and post short-form and static content tailored to a variety of platforms including Instagram, TikTok, BlueSky, Facebook, X, and Threads and that drives engagement with voters and supports fundraising and volunteer mobilization efforts;
- Train and assist members and candidates in filming compelling vertical video content, and edit with short turnaround time;
- Coordinate with members, candidates, and SMF staff on posting frequency and schedule/calendar for members and candidates on all platforms, and advise on social media best practices, audience engagement, and platform trends;
- Assist with SMF and individual campaign's rapid response and video strategies;
- Coordinate with SMF consultants on production and placement of digital media assets, and social media strategy/content;
- Writing copy including drafting captions, as well as short form and long form written content, including press releases;
- Expand the reach of members and candidates on new earned media (e.g. podcasts, blogs, Substacks), both in Iowa and nationally;
- Design graphics, GIFs, and social media templates, and create compelling visual images to reflect the tone of SMF campaigns;
- Support live social media coverage of select events, and assist with SMF, members, and candidates rapid response and video strategies;
- Report metrics across social media platforms and provide suggestions to improve reach and engagement;
- Other campaign tasks as necessary.

How to Apply

Please email (1) a resume and (2) a list of three or more references to the Iowa Senate Majority Fund at Senate@IowaDemocrats.org. For questions about this position, please contact the above email address. Consideration of applications will begin immediately and will be ongoing until the positions are filled.

Please contact Alex Paul Shantz at senate@iowademocrats.org for any accommodations you need for the application and interview process.

The Iowa Democratic Party is an equal opportunity employer, and employs without regard to race, color, religion, gender, sex (including pregnancy, gender identity, and sexual orientation), parental status, family medical status or genetic information, military service, age, national origin, ancestry, marital status, height, weight, creed, economic status or disability.