



Digital & Communications Director

Summary: The New Hampshire Democratic Party Senate Caucus is seeking a Communications & Digital Director to oversee all aspects of our earned media programs. The Communications & Digital Director will be responsible for building a best-in-class earned media strategy (including a significant social media component) and assist in developing and implementing paid media plans in our targeted districts. In addition, the Communications & Digital Director will be the NHSDC's primary press contact. The Communications & Digital Director will report to the Executive Director and to Democratic leadership in the New Hampshire State Senate. This is expected to be a full cycle position. This is an in-person role in NH, with required travel throughout the state.

About the NHSDC: The New Hampshire Senate Democratic Caucus runs State Senate campaigns, in order to retake the New Hampshire Senate majority. We are planning an ambitious and comprehensive program to defeat the Republican gerrymander and build a Caucus capable of competing for the majority every cycle. Working for the NHSDC is a great opportunity to try new techniques or ideas, build experience across campaign departments, and help Granite Staters improve their lives.

Responsibilities:

- Constantly identify, develop, implement, and test new communications strategies, with the goal of creating the most innovative and effective state legislative communications program in the nation.
- Develop a best-in-class earned and owned media strategy, with a significant focus on building our digital audience (with tracking metrics) and getting our message directly to voters.
- Develop research-based messaging guidance for use statewide and in targeted districts.
- Support and supervise integrated and layered paid media and messaging plans in all targeted districts, including digital video, static digital, direct mail, and canvassing.
- Develop relationships with local reporters and influencers to communicate the importance of the State Senate to New Hampshire voters and the policy impacts of legislation.
- Pitch national media outlets to raise the profile of the NHSDC and pursue national support and resources.
- Provide support for fundraising communications, especially digital

- fundraising.
- Other duties as assigned.

Qualifications:

We understand that no candidate will have every qualification, and campaign work is all about learning on the job. If you feel you meet or exceed some or many of these qualifications, we encourage you to apply!

- 2+ cycles of campaign experience with progressive responsibility, or equivalent experience working on state legislative elections preferred.
- Ability to write consistent and excellent copy under time constraints.
- Experience with social media management, especially clipping and producing short-form video.
- Experience with rapid response and ability to recognize unique opportunities in the political environment suitable for use in messaging.
- Experience designing and implementing paid media programs, especially for state legislative campaigns.
- Experience managing consultant relationships, especially paid media consultants.
- Experience working with advanced voter data and microtargeting.
- On the record experience.
- Experience developing reporter relationships and pitching stories.
- Graphic design experience.
- Experience writing fundraising solicitations, especially digital solicitations.
- Research, tracking, and bulleting experience.

Salary, Benefits, and Requirements: Annual salary is \$72,000-\$76,000, with health, vision, and dental insurance at no premium to the employee. This role requires significant work outside normal operating hours, especially during the on-year. Access to reliable transportation is required.

To Apply: Please email a resume and 3 references to rchristmann@nhsenatedems.org and cc resumes@nhdp.org with the subject line "Communications & Digital Director Application." Applications will be accepted on a rolling basis. The New Hampshire Senate Democratic Caucus is an equal opportunity employer and is committed to a quality workplace free of discrimination or harassment.