



DIGITAL DIRECTOR

The Kentucky Democratic Party (KDP) is seeking a Digital Director to manage and grow the online communications, engagement, and online presence of the Party, in addition to implementing and maintaining internal technical infrastructure. They will report to the Executive Director and will work closely with the Executive Director, the Communications Director, and Political Director to execute digital communications and outreach goals to raise the Kentucky Democratic Party's public profile.

Specific responsibilities include:

- Effectively execute the messaging goals set by the Chair, Executive Director, and Communications Director.
- Write, edit, and design content for the party's email list. Segment lists, test approaches, and use best practices to raise money, mobilize volunteers, and help elect candidates up and down the ticket.
- Generate and enhance earned media and communications resources.
- Write, edit, design, and curate content for the party's website, social media accounts and the social media accounts of affiliates and counties as needed.
- Manage and implement security policies for the party's social media, website, and internal solutions.
- Manage and design an ad program using a variety of google, twitter, and facebook ads to grow all of our presences.
- Implement new technology as required by the Party, including a new website,, Blue State Digital tools, and other solutions.
- Create social media graphics and videos to elevate the party's social media brand and messaging.
- Work with and train our county parties and candidates to make sure they're using digital communications tools effectively to amplify their message properly and using industry best practices.
- Maintain a working knowledge of best practices for using online communications tools in a political environment.

- Identify, investigate, and implement new technologies as they become available,
- Work as a part of the team and pitch in on crucial projects in any way needed.

This position reports directly to the Executive Director with substantial involvement from the Chair of the KDP.

Qualified candidates should have:

- Excellent written and verbal communication skills.
- Experience with email and digital organizing, communications, and online fundraising.
- Experience with Photoshop or similar software preferred.
- Experience in graphic design, social media management, and strategic communications
- Basic knowledge of HTML and CSS.
- Proven experience managing multiple complex projects and finishing tasks on time.
- Experience with Google, Facebook, and Twitter advertising programs.
- Basic videography and photography skills preferred.
- Experience with CRM and CMS solutions required.
- Experience with NGP and Blue State Digital preferred.
- At least 2 years of related experience.
- Position is full-time and based in Frankfort, KY.

How to Apply

To apply please send a cover letter (identifying a few areas you would improve the KDP's online program), resume, a writing sample (please compose a hypothetical email to our list introducing yourself that contains a concrete (and appropriate) ask), a sample of your design abilities (if available), and references to jobs@kydemocrat.com.

Please list "Digital Director Application" in the subject line. Position will be open until filled, with the goal to hire in the next 2 weeks. Salary is commensurate with experience.

The Kentucky Democratic Party is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the bases of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity or gender expression.