



# Hiring: Deputy Digital Director, Content

## Summary of Position

**Employment type:** Full-time

**Reports to:** Digital Director

**Location:** Madison, Wisconsin

**Salary:** \$6,000-\$7,000 per month, based on experience

**Start date:** October 1, 2023 or earlier

**Application deadline:** September 8, 2023 (applications accepted until position is filled)

Tammy Baldwin for Senate seeks a Deputy Digital Director for Content to join our growing team. This position will work within the digital department to develop and execute a multi-platform content strategy that aligns with the campaign's brand and message. The ideal candidate will have a strong social media background, experience capturing and creating engaging content, an eagle eye for details, and a passion for Democratic politics.

## Responsibilities

- Work closely with the Digital Director to create and implement a goal-oriented content strategy that embodies the campaign's message, engages online supporters, expands our audience, and maintains a consistent voice across platforms.
- Develop multi-platform digital content, including social copy, graphics, and videos.
- Support content capture and asset gathering at campaign events, including taking photos, recording video/audio, and providing live updates on social media.
- Manage content calendars for digital channels, oversee social approvals, and conduct quality assurance checks, including for rapid response moments.
- Monitor social accounts for engagement opportunities with followers, respond to comments/DMs, and coordinate digital content distribution to online supporters.
- Report on online metrics, maintain internal reporting docs, and use data to ID growth areas, track best-performing content, and pitch new ideas to boost engagement.
- Stay current with online trends to expand the campaign's footprint online.
- Collaborate with the Digital Fundraising Director on social fundraising strategy ahead of major deadlines and brainstorm ways to convert our followers into donors.
- Help build and manage our surrogates and influencers program.

- Create strategic toolkits tailored to partner organizations, validators, elected officials, and other stakeholders to support campaign efforts.
- Monitor and combat disinformation, leveraging online supporter communities and online organizing networks in coordination with the Democratic Party of Wisconsin.
- Support the digital department by assisting with online fundraising, merchandise store updates, website maintenance, mobilization efforts, and digital organizing as needed.
- Other duties as needed and assigned within and outside of the digital department.

## Qualifications

- 2-3+ cycles of experience working in digital, preferably for an electoral campaign, firm, advocacy organization, or nonprofit.
- Minimum 1 cycle of experience managing social media accounts and creating optimized content for platforms like Facebook, Instagram, Twitter, TikTok, Snapchat, etc.
- Strong writing and editing skills, including the ability to translate complex issues, concepts, and messages into simplified, accessible content for target audiences.
- Deep understanding of internet culture and leveraging online trends effectively.
- Experience creating digital content for rapid response situations and adapting strategies in response to breaking news.
- Understands online metrics, A/B testing, digital best practices, and achieving tangible goals i.e. audience growth, increased engagement, raising money online, etc.
- Demonstrated proficiency with Adobe Creative Cloud, including Illustrator, Photoshop, Lightroom, Premiere Pro, and After Effects (or equivalent video software).
- Willingness to work flexible hours, including nights and weekends, to meet deadlines.
- Valid driver's license and reliable access to a vehicle.

### **The following experience would be beneficial, but not required:**

- Wisconsin ties.
- Previous campaign experience.
- Proficiency in DSLR photography and video/audio editing.
- Experience collaborating with or managing an influencer team.
- Experience with digital content distribution to online supporters and communities.
- Basic knowledge of online fundraising tools and CRMs, and experience with any of the following fundraising channels: email, broadcast & peer-to-peer SMS, and ads.
- Ability to manage consultants, staff, project teams, and/or interns.

## Compensation

- \$6,000-\$7,000 per month, based on experience
- Mileage reimbursement for campaign travel

- Benefits options include: health, dental, vision, group-term and supplemental life, short and long-term insurances, 401(k), employee assistance plan, and more

## How to Apply

Email your resume and portfolio (link or PDF) to [TBFSResumes@gmail.com](mailto:TBFSResumes@gmail.com) with the subject line "**Deputy Digital Director, Content**" — if you do not have a portfolio, please include a writing sample \*and\* a sample of your creative work with your resume in the email. Cover letters are not required.

You will be contacted if chosen for an interview.

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*Senator Baldwin and her campaign believe strongly in creating a welcoming work environment for everyone. The Campaign is an equal opportunity employer. We encourage applications from all qualified individuals without regard to race, color, religion, sex (including pregnancy, childbirth, and related medical conditions) gender, sexual orientation, gender identity or expression, age, national origin, marital status, disability, genetic information, veteran status, or any other status protected under applicable law.*

*Tammy Baldwin for Senate requires all employees to be "up to date" on COVID-19 vaccination status as prescribed by the CDC as a condition of employment, unless otherwise prohibited by applicable law. If you seek a reasonable accommodation in relation to the campaign's COVID-19 policy, you should speak to the HR team prior to reporting to an office location.*