



# Hiring: Digital Content Specialist

## Summary of Position

**Employment type:** Full-time

**Reports to:** Deputy Digital Director of Content

**Location:** Madison, Wisconsin or Milwaukee, Wisconsin

**Salary:** \$4,500 per month

**Start date:** ASAP

**Application deadline:** April 23, 2024 (applications accepted until position is filled)

Tammy Baldwin for Senate is seeking a Digital Content Specialist to join us in Wisconsin. This person will be responsible for producing creative multimedia content, writing and editing social media copy, and engaging our online communities. The ideal candidate will have experience working with social media platforms, creating engaging content for a variety of audiences, and a passion for Democratic politics.

**This person will be expected to relocate to Wisconsin.** The role does not follow traditional work hours and may require long days and work on the weekends.

## Responsibilities

- Work with the Deputy Digital Director of Content to write and proofread social media copy, monitor news to identify rapid response opportunities, engage online communities, and update the content calendar
- Produce creative multimedia content, including graphics, videos, photos, and more
- Stay on top of the latest trends across social media platforms, routinely pitch new ideas, and brainstorm creative concepts
- Analyze and track social media insights to optimize the campaign's content strategy and identify growth areas; oversee inboxes across platforms
- Coordinate with the road team to edit and publish event footage on social media in real-time; organize and maintain asset libraries for future use
- Track incoming creative, photo, and/or video requests from other departments
- Draft digital toolkits for online supporters, partner organizations, validators, and other stakeholders; assist with distributing content to online communities
- Occasional travel with and/or drive the candidate, including briefing her before events and assisting advance staff with on-the-ground logistics

- Assist with website maintenance, mobilization efforts, and digital organizing as needed
- Other duties as assigned within and outside of the digital department

## Qualifications

- At least 1 year of experience creating content or managing social media for a campaign, advocacy organization, creative agency, labor union, or brand (fellowships and internships count)
- Strong knowledge and understanding of internet culture (i.e., you're *extremely* online)
- Experience using various social media platforms, including Facebook, X/Twitter, Instagram, Threads, TikTok, and/or YouTube — and a strong understanding of how to create content that is optimized for different platforms
- Proficient with Adobe Creative Suite, specifically Lightroom, Photoshop, Premiere Pro, Illustrator, and/or After Effects
- Experience creating short-form vertical videos for social media
- Ability to work under tight deadlines with quick turnaround times and adapt quickly to changing political environments
- Exceptional writing, scripting, and editing skills with strong attention to detail
- Highly creative with an ability to tell stories in a unique way
- Willingness to learn, share, and collaborate across departments
- Valid driver's license

## Bonus Points

- Wisconsin ties
- Experience using Google Workspace products like Sheets, Docs, etc.
- Familiarity with 4k camera picture profiles and recording settings, color correction, DSLR cameras and lenses, export settings, aspect ratios, frame rates, and lighting
- Basic knowledge of encoding formats, embedding, export settings, aspect ratios, and frame rates

## Compensation

- \$4,500 per month
- 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
- This is a bargaining unit position with the IBEW

## How to Apply

Email your resume, two short-form writing samples, and a portfolio to [TBFSResumes@gmail.com](mailto:TBFSResumes@gmail.com) with the subject line "Digital Content Specialist." Cover letters are not required. Please note: We're asking for a portfolio to get a better idea of your creative eye

and the skill level you're at, which means the samples don't have to come from previous work experience or professional client work — samples from school projects, hobbies, online courses, volunteer work, etc., will do just fine!

**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.*