



Hiring: Digital Fundraising Specialist

Summary of Position

Employment type: Full-time

Reports to: Digital Fundraising Director

Location: Madison, 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 Fundraising Specialist to join us in Wisconsin. This person will work with the Digital Fundraising Director to support the development and execution of a successful online fundraising program for the campaign. The ideal candidate will be a self-starter with exceptional writing skills, an eagle eye for details, 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 Digital Fundraising Director to develop grassroots campaigns across channels, including digital ads, emails, texts, social media, and more
- Assist with overseeing and coordinating with the campaign's digital firm on day-to-day tasks such as building mailings, QAing, approvals, segmentation, A/B testing, and more; provide additional capacity to write and produce fundraising copy as needed
- Manage the campaign's peer-to-peer texting program, including drafting copy, building out broadcasts, checklisting to ensure error-free sends, and monitoring responses
- Routinely update internal reports and analyze small to large data sets to optimize fundraising, track list behaviors, and ensure data-driven decision-making
- Build relationships with external partners and assist the Digital Fundraising Director with managing the tandem fundraising program
- Assist with drafting, producing, and proofreading rapid response content in real-time
- Help manage the online merch store
- Support the digital team by assisting with social content for fundraising, 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 working for a campaign, issues-based organization, non-profit, marketing agency, or company (fellowships and internships count)
- Knowledge of online fundraising tools and eCRMs (e.g. ActBlue, ActionKit, NGP, etc.)
- Experience using Google Workspace products, including Sheets, Docs, and more
- Exceptional writing and proofreading skills with strong attention to detail, grammar, and punctuation
- An understanding of the current political landscape
- Ability to work under tight deadlines with quick turnaround times, prioritize tasks, and adapt quickly to breaking news or rapid response moments
- Extremely organized with the ability to track multiple priorities at once
- Willingness to learn, share, and collaborate across departments
- Knowledge of digital fundraising platforms and channels
- Analytical and critical reasoning skills
- Time management skills and situational awareness
- Willingness to work flexible hours, including nights and weekends, to meet deadlines

Bonus Points

- Wisconsin ties
- Previous campaign experience
- Basic knowledge of HTML and/or graphic design
- Experience using peer-to-peer and broadcast texting platforms
- Experience drafting email, ads, SMS, or social media copy for a campaign or candidate
- Familiarity with Adobe Creative Suite, specifically Lightroom, Photoshop, Premiere Pro, Illustrator, or After Effects

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 and two writing samples to TBFSResumes@gmail.com with the subject line "Digital Fundraising Specialist." Cover letters are not required.

You will be contacted if chosen for an interview.

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.