



Job Description: New Hampshire Coordinated Campaign - Deputy Digital Director — Online Engagement

Location: New Hampshire

The 2024 New Hampshire Democratic Party Coordinated Campaign is hiring a Deputy Digital Director for Online Engagement to effectively reach and engage voters online in the fight to elect Democrats up and down the ballot.

The Deputy Director for Online Engagement will execute a content strategy necessary to engage and turn out voters in 2024. We are looking for individuals with a variety of backgrounds and experience and that are dedicated to building a team that looks like America.

Job Description:

- Oversee the NH influencer program by identifying, recruiting, and cultivating relationships with local creators, advocates, and community leaders.
- Develop and implement digital strategies and content suggestions to engage influencers in our campaign's mission and events.
- Review, approve, and be responsible for distributing influencer content once published.
- Lead the development of a storybanking process to collect compelling voter and volunteer story content.
- Utilize storytelling techniques to highlight the impact of our campaign and inspire action among supporters.
- Develop personalized engagement plans for campaign surrogates, outlining digital content opportunities and assisting with drafting scripts and social toolkits.
- Monitor surrogate engagement and provide ongoing support and guidance to ensure alignment with the campaign's goals and objectives.
- Other duties as assigned

Preferred Skills & Qualifications:

- Strong commitment to Democratic politics and ideals and enthusiasm for electing Joe Biden and Democrats up and down the ballot.
- 2+ years of experience creating digital content for political campaigns, government offices, or related entities.
- Preference for someone who has a background working with influencers and content creators.
- Ability to navigate the demands of hectic campaign events to produce messaging and content that adheres to the campaign's message.



- Strong organizational and multitasking abilities (with an emphasis on attention to detail).
- Strong written and verbal communication skills.
- Ability to adapt to a fast paced, changing work environment.
- Ability to work long and irregular hours, including nights and weekends.
- Commitment to equity and inclusion in working with staff and other stakeholders.

This is a full time, in-person role located in Manchester, NH.

This position is salaried at \$6,000- \$7,500 per month commensurate with experience with fully-paid health, dental & vision insurance premiums.

Background - Our Party

New Hampshire Democrats stand for policies that support strong, healthy communities and families, a strong economy with opportunities for growth and a fundamental system of fairness and justice. Democrats are committed to spurring job creation, building our infrastructure, and bringing fairness and opportunity to our economy and our civic life. We believe that healthy communities and strong families are essential to the well-being of our citizens and to our ability to foster business development and a vibrant economy. We are committed to upholding the right of every eligible voter to cast their ballot free from unnecessary restrictions. We pledge a government that works collaboratively across the aisle to address the issues that matter to the people of New Hampshire.

Due to FEC regulations, only U.S. citizens or U.S. green card holders are eligible to apply for this role.

The New Hampshire Democratic Party is an equal opportunity employer committed to creating an inclusive workplace. Women and Black, Indigenous and People of Color (BIPOC) are strongly encouraged to apply.

The New Hampshire Democratic Party (NHDP) is committed to diversity among its staff, and recognizes that its continued success requires the highest commitment to obtaining and retaining a diverse staff that provides the best quality services to supporters and constituents. The NHDP is an equal opportunity employer and it is our policy to recruit, hire, train, promote and administer any and all personnel actions without regard to sex, race, age, color, creed, national origin, religion, economic status, sexual orientation, veteran status, gender identity or expression, ethnic identity or disability, or any other legally protected basis. The NHDP is committed to providing reasonable accommodations to individuals with disabilities in the hiring



process and on the job, as required by applicable law. The NHDP will not tolerate any unlawful discrimination and any such conduct is strictly prohibited.

All information provided to the New Hampshire Democratic Party must be accurate and truthful. In the event that any information on your resume or related materials are found to be untruthful, the NHDP reserves the right to disregard applications or take immediate disciplinary action, up to and including termination, and also reserves the right to take legal action for related damages.

Accessibility Note: We invite all interested and qualified candidates to apply for employment opportunities. If you require any accommodation in the application process, you may request a reasonable accommodation.

The New Hampshire Democratic Party believes in the importance of privacy for all individuals and is committed to handling personal data responsibly and securely. This means being thoughtful about the data you share with us, how we use it, and how we protect it.