The Arizona Democratic Party provides the highest level of service to elect our candidates and support our campaigns, constituents, and state.

The Arizona Democratic Legislative Campaign Committee is the only organization in Arizona whose sole mission is electing Democrats to the State House and State Senate. ADLCC’s goal is to win and then expand, Democratic legislative majorities by recruiting great candidates, providing modern and comprehensive training and support, and strategically investing in the most competitive districts.

Job Title: ADLCC Digital Director

Role/Position:
The Digital Director expands ADLCC’s digital presence, including all paid channels and assets, email program, and website development to build ADLCC’s brand, boost field efforts and raise funds. The digital director supports candidates to achieve the same goals with their development of digital strategies, acquisition, data and analysis, web presence, and paid media. They are also expected to provide advice and direct support to legislative districts in their digital efforts.

This position will work closely with the Field Director and Communications Director to develop targets for paid media, campaign managers to establish goals and expectations, and the communications director to maintain an effective narrative. To be successful the Digital Director regularly engages with volunteers and leaders in legislative districts and candidates and manages relationships with vendors and candidates.

This position reports directly to the Executive Director of the ADLCC.

Location: Arizona in-person (currently remote).

Essential Job Functions
Email:
- Own the email program from paid and non-paid acquisition, moving new subscribers up the engagement ladder
- Write, send, and test mass email and email marketing
- Sending digital fundraising emails
- Setting up signup forms and donation pages
- Tracking and improving email open and click-through rates
- Cleaning and maintaining the quality of the email list
- Creating templates for staff to use
- Stay abreast of the Political issues in the state

Paid Media:
- Lead the execution and optimization of paid media campaigns across search, display, and programmatic channels for ADLCC
- Work with the Communication Director to maintain a consistent narrative and supportive earned media work
- Create and execute a paid media accountability plan for the legislative sessions
- Use data to make real-time decisions on paid media campaigns
- Track and analyze data for all paid media
- Write and design all collateral and content used in paid media campaigns

**External Relationships:**
- Vet potential digital vendors for candidates
- Advise on and manage the vendor/candidate relationship for paid media campaigns
- Manage candidate expectations of a realistic digital program on a budget
- Help candidates and legislative districts understand brand standards, how to develop them, and implement across all-volunteer run organizations
- Provide support to LDs including, but not limited to: website(s), paid media, graphic design, setting up data and tracking
- Work with the Communications Director to support the communications needs of candidates via editing of press releases, guidance on social media best practices, review and edit of mail pieces, websites, and questionnaires.
- Coach candidates on messaging

**Design & Technical:**
- Manage brand standards across the organization
- Graphic design capabilities for print and digital materials
- Design and test all collateral in paid media
- Offer support to LDs and candidates in graphic design best practices
- Edit short videos for candidates, LDs, and ADLCC use throughout the election and legislative session
- Working with senior staff to create additional content as needed (i.e. invitations, graphics for social, print materials)

**SKILLS:**
- Familiarity with any CMS or CRM (NGP, ActionNetwork, Blue State Digital, etc.)
- Working knowledge of digital ads
- Digital rapid response and creative writing skills
- Data and analytics of paid media, website, social, etc.
- Preferred knowledge of HTML and CSS
- Experience with Photoshop, Illustrator, InDesign, Canva, and other graphic design tools
- Photo and video editing skills is strongly preferred
- Experience writing in the voice of others
- Strong grasp of digital fundraising
- Strong candidate and vendor management experience
- Ability to manage several campaigns and candidates at once
- Experience in and understanding of grassroots organizing or digital organizing

**Legislative Session**
- Track bills/budget Opponents comments and votes
● Build strategic relations with partner organizations and grassroots groups through weekly meetings with the C4 table
● Create a weekly email recapping what took place during the week at the capitol
● Work with the communication Director to supplement earned media with paid media

Preferred Experience but Not Required:
● Knowledge of the legislative process and current elected officials
● Experience working with C4 tables and managing those relationships
● Content development in Spanish

EXPECTED OUTCOMES:
● ADLCC email list grows and subscribers are increasing engagement
● Expand the number of small-dollar, online donors by 10%
● Increase recurring contributions online by 25%
● Targeted campaigns have digital strategies and tactics that are professional and supplement the field program to reach voters
● Evaluate anecdotal evidence that pre-canvass ads lead to warmer conversations at doors

The digital director will be essential to professionalizing the campaigns of legislative candidates, supporting and supplementing the field program to reach voters in targeted districts, and growing the ability of ADLCC to maintain an online presence, recruit and reach volunteers, voters, and donors online, and connect with advocates through digital tools.

Work Environment:
This position typically operates in various settings where the climate may vary and noise can be moderate to heavy. Position requires the routine use of standard office equipment such as phones, computers, printers, scanners, and photocopiers.

Physical Demands:
The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job.

While performing the required duties of this job, the employee is regularly required to talk and hear. The employee frequently is required to sit, stand, walk, kneel, bend, use hands to type; handle or feel; and reach with hands and arms. The position is subject to lifting objects over 50 pounds frequently.

To Apply: Please send your resume and cover letter to careers@azdem.org with “ADLCC Communications Director” in the subject line. No calls, please.

The Arizona Democratic Party and Arizona Democratic Legislative Campaign Committee is an Equal Opportunity Employer.