



ROLE: Digital Strategist
LOCATION: New York, NY
START DATE: ASAP

Democrats for Education Reform (DFER) is a national political organization that supports elected Democrats and candidates for office who seek to expand policies and practices that work well for America's students and confront those that do not. DFER seeks a Digital Strategist who will oversee and execute our digital efforts to communicate that we are education progressives who prioritize students and families, especially low-income students and students of color who should be better served by our country's public education system.

The Digital Strategist will report to the National Director of Communications and will lead in developing and maintaining digital communications. This position is responsible for planning, implementing, and monitoring digital strategies across multiple channels, in order to increase brand awareness and improve engagement, among other goals. The Digital Strategist will also support the digital efforts of the organization's state chapters.

Responsibilities:

- Devise social media strategy and goals as part of the organization's overall digital communications strategy.
- Design and curate content for social media, including graphics, written content, and other formats.
- Analyze and evaluate results, from media platforms and Google Analytics, and translate that data into qualitative findings.
- Oversee maintenance and updates to website.
- Monitor the web for relevant news articles, tweets, blogs, etc. for sharing on social media.
- Write copy and design creative for online ads (LinkedIn, Facebook, and Twitter).
- Write emails and campaign actions.
- Write online petitions and surveys.
- Keep projects on track, analyze the results of your work, and communicate regularly with the National Director of Communications.
- Assist our state chapters in designing and executing digital campaigns for both short term advocacy projects and long-term brand building.
- Perform other duties as assigned in support of promoting digital work.

Requirements:

- A strong commitment to social justice and equity.
- Bachelor's degree in communications, digital marketing or a related field, with a minimum of 1-3 years of relevant workplace experience.
- Knowledge of digital strategies, web content management and testing to optimize results.

- Demonstrated capacity to continuously develop knowledge and skills related to use of rapidly changing technology.
- Media buying experience on Facebook, Twitter, LinkedIn, and Google Adwords.
- Excellent writing, verbal and analytical skills.
- Familiarity with Adobe Creative Suite, and HTML/CSS and CMS platforms like Squarespace, WordPress a plus.

Compensation: Competitive salary, commensurate with experience. DFER is proud to offer excellent benefits: health and dental coverage; life insurance; short- and long-term disability; 401K with a match plan; flexible spending/benefits plan; holidays and vacation.

Commitment to Diversity: Democrats for Education Reform seeks individuals from all backgrounds to apply for this position. DFER continuously ensures that an equity lens and a specific focus on diversity, equity, and inclusion is present in each aspect of our work and embedded into our organizational fabric.

How to Apply: Please apply as soon as possible, even if you are not available to start immediately. All applications are held in strict confidence. Interested applicants should send resume, cover letter and at least three professional references (references are not contacted until you have had a successful interview and are notified) to: victoria@dfer.org.