



ROLE: Digital Communications Associate

LOCATION: Flexible

START DATE: ASAP

Who We Are:

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. 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.

DFER partner organization **Education Reform Now** is a nonpartisan think tank that promotes increased resources and innovative reforms in K-16 public education, particularly for students of color and students from low-income families.

Position Summary: The Digital Communications Associate will report to the Deputy National Director of Communications and will lead in the creation of content for digital platforms, support email content, and assist with website maintenance. The position is responsible for planning, implementing and monitoring digital strategies across multiple platforms, including those of its partner/affiliate entities, Education Reform Now (ERN) and Education Reform Now Advocacy (ERNA). This is an exceptional opportunity to join an organization committed to the progressive policies that will ensure equitable access to education and student success.

Responsibilities Include:

- Manage all social media accounts (e.g., Twitter, LinkedIn, Facebook), inclusive of planning and drafting content for platforms and analyzing trends.
- Interact with audience and other stakeholders via the organization's social media accounts when appropriate, in an expectation to grow engagement.
- Compile daily news clips for organization staff.
- Design and manage brand ads for LinkedIn, including targeting and optimizing of ads.
- Assist in helping team to set key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs.
- Assist in design of graphics and digital materials when needed.
- Audit and implement SEO and SEM strategies.
- Help clean and assess Mailchimp audience and growth factors.
- Assist state chapters with social and digital needs when needed and on an ongoing basis.
- Assist Leaders of Color program in designing content across channels and with brand-focused communications and digital strategies.

Skills and Qualifications:

- A strong commitment to social justice and equity. An interest in education reform a plus.
- A willingness to problem solve and learn new things.
- 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.
- Familiarity with Google AdWords, Adobe Creative Suite, and HTML/CSS and CMS platforms like WordPress a plus.
- Excellent writing, verbal and analytical skills.

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: DFER 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: Interested applicants should send resume and cover letter to: hr@dfer.org.