

## Digital Director

**End Citizens United's Mission:** To end Big Money in politics and fix our rigged political system by electing campaign finance reform champions, passing state ballot measures and elevating this issue in the national conversation. We will work in partnership with these champions to overturn Citizens United, and end the unlimited and undisclosed money in politics. We'll work towards the mission by electing pro-reform candidates, raising the issue of money in politics as a national priority, and working with ballot measure campaigns to pass pro-reform laws in the states

**Reports to:** Executive Vice President

**Job Summary:** The Digital Director is a member of the senior staff at End Citizens United and is responsible for the organization's overall digital strategy and strategic alignment with key departments, including fundraising, advocacy/organizing, political, and communications to ensure the program advances the organization's fundraising, growth, messaging and electoral priorities.

Production, technical, graphic design experience, and strong writing skills are essential to success in this position.

### Primary Responsibilities:

Responsibilities include, but are not limited to:

- Develop and oversee long-term strategy for all End Citizens United digital assets
- Oversee, in conjunction with the Finance Director, the day-to-day functions of the digital department and consultants
- Oversee the execution of all digital advocacy/organizing program and tools, including text and email. Work closely with the Political Director on the goals and strategy for the advocacy/organizing program
- Responsible for execution of a strategic plan for engagement of members through social media platforms. Work closely with the communications team, and the Deputy Communications Director, to implement those strategies.
- Work with ECU colleagues to determine and track goals around fundraising, acquisition, advocacy, organizing, and member engagement
- Perform additional duties as assigned

### Qualifications

The Digital Director must be a self-starter with at least five to six years of political and/or digital experience. They must have a strong interest in stopping big money in politics and helping elect campaign finance reform champions to Congress. The Digital Director should possess excellent technical and communication skills, good attention to detail, an entrepreneurial spirit, instinct for creative problem-solving and a sense of humor.

End Citizens United offers a competitive salary and benefits package. To apply, email resume and cover letter to [jobs@endcitizensunited.org](mailto:jobs@endcitizensunited.org), -- subject line "Digital Director." No calls, please.

**End Citizens United is an Equal Opportunity Employer that values a multi-cultural, diverse working environment. Applicants of diverse backgrounds are welcomed and encouraged to apply.**