

## National Stonewall Democrats Director of Media and Online Organizing

<b>Reports to:</b>	COO	<b>FLSA:</b>	Full-time, Exempt
<b>Organization:</b>	Stonewall Democrats & Stonewall Democracy Fund	<b>Location:</b>	Washington, DC or remote

### ABOUT STONEWALL DEMOCRATS

Stonewall Democrats elects pro-equality Democrats and advocates for issues important to the LGBT Democrats. With over 120 chapters across the country, Stonewall Democrats is the only national grassroots organization of LGBT Democrats. Stonewall Democrats works with a family of organizations to achieve our mission.

### POSITION SUMMARY

The Director of Media and Online Organizing is a mix of new and traditional forms of communication to advance the overall profile and mission of the organization. The Director of Media and Online Organizing is responsible for providing the leadership, strategic direction, management, coordination, and execution for all Stonewall Democrats and Stonewall Democracy Fund new media, online organizing, and communications. A primary component of this position is to create and distribute online content to aid in the advancement of the mission of Stonewall Democrats; experience with online video production, graphic design, and materials production will be necessary for this position. The Director of Media and Online Organizing will create communication strategies that increase the organization's profile among new and traditional media across a variety of mediums. This is a director level position.

### RESPONSIBILITIES:

- Plan, administer, and implement all communication activities of Stonewall Democrats and the Stonewall Democracy Fund in consultation with the Executive Director;
- Manage our online presence and grow the organization's online profile;
- Create significant amounts of online content including online video, microsites, email and action alerts, and various graphics;
- Maintain a proactive, creative leadership role in the identification, cultivation, and growth of online activists;
- Continue the rapid growth of our email reach;
- Raise the profile of the organization through traditional and new media;
- Assist chapters in creating strategic communication plans and issue specific technical assistance;
- Work with the senior team to use communication efforts to support development efforts;
- Manage and create chapter leader and membership communications;
- Provide detailed reports about agreed upon communication benchmarks to the Executive Director on a regular basis and the Board of Directors when appropriate;
- Serve on the management team at the director-level position;

### QUALIFICATIONS

- At least two years of proven experience managing complex communication programs;
- Ability to produce online video, microsites, email and action alerts, and various graphics;

- Extensive experience with political communication;
- Previous on the record experience;
- Familiarity and experience with all parts of a campaign;
- Demonstrated experience with effective email communication programs;
- Ability to work in a hands-on environment with limited resources;
- Computer literacy;
- A portfolio of previous online work;
- Familiarity with NGP is preferable, but not required.
- Candidates must have a strong work ethic, high energy, impeccable organization, willingness to learn, and a team attitude
- Ability to work long days and irregular hours
- Ability to effectively gain the respect and support of various constituencies, including board and staff members, donors, chapter leaders, politicians, and civic leaders;
- Bachelor's degree;
- Committed and enthusiastic about NSD's mission;
- Highly entrepreneurial, resourceful, and flexible; and
- A strategist who is adept at planning, prioritizing, multi-tasking, organizing, and following through while remaining highly energetic and focused.

#### **WORKING CONDITIONS**

- Standard office environment with regular computer use and travel required.
- Business casual dress code.
- Travel is required, as is overtime work, particularly in support of NSD and SDF events and activities, including evening and weekend events.

*Compensation varies with experience between \$38,000-\$42,000 annually. Position includes health insurance.*

All interested candidates should send a cover letter and resume to [jhoadley@stonewalldemocrats.org](mailto:jhoadley@stonewalldemocrats.org). No phone calls, please. People of color, transgender persons and people with disabilities are encouraged to apply.