



## **Job Description: Digital Media Associate**

Priorities USA is a voter-centric progressive advocacy organization and service center for the grassroots progressive movement. Priorities is committed to standing up to the Trump administration and its allies in order to build an economy that provides real opportunity for all families to get ahead, and to protect the fundamental, democratic ideal of equality for all Americans – regardless of race, religion, gender or sexual orientation.

We're looking for an individual who is interested in using marketing skills to run an innovative, strategic digital marketing program focused on communicating our progressive message to voters across the country. As a digital media associate, you will be tasked with managing the operational and strategic components of several state plans we run this cycle. As the associate assigned to a set of states, you will be tasked with keeping the trains running on time, ensuring that creative vision aligns with targeting strategy, that deadlines are met and that we have systems in place to ensure our plans are being executed flawlessly.

### **Responsibilities**

- Work with senior media strategists to manage agency partner relationship, set priorities, organize and track deliverables
- Own process of reporting on buys, for internal optimization purposes and external stakeholder communication
- Stay apprised of updates in the advertising world
- Project manager: Maintain internal communication around what's live, create systems for internal and external communications

### **Qualifications**

- 2-3 years of experience doing media planning and buying, account management, and creative development. Experience working in the political or non-profit space is preferred, but not required.
- Deeper experience in one: media planning/buying, analytics, creative (paid or organic)
- Demonstrated ability to collaborate across cross-functional teams and effectively influence an extended organization
- Experience working with an agency, either on the client side or within an agency yourself, to partner on campaigns
- Creative thinker and problem solver with a passion for politics

Compensation includes a competitive salary based on experience and a benefits package that includes health care, paid holidays and vacation. People of color and women are strongly encouraged to apply.

To apply, send your resume or portfolio along with a note expressing your interest to [digitaljobs@prioritiesusaaction.org](mailto:digitaljobs@prioritiesusaaction.org).