



Job Description: Senior Digital Media Strategist

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 his or her marketing chops to run an innovative digital program focused on communicating our progressive message to voters across the country. As a senior digital media strategist, you will be tasked with owning the media strategy for 2-3 states this cycle. Act as the lead strategist and decision maker on a set of states within our program. Your scope will include all touch points in the campaign, from informing and ingesting research and polling, to targeting and media buying and working alongside our in house creative team to coordinate on production and message.

Responsibilities

- Work with Priorities leadership to develop and evolve a digital paid media strategy that leads to victories in 2018
- Work alongside polling, research, and consultants managing other forms of media, to identify where digital fits in as a communication channel to accomplish core goals. You will be tasked with communicating externally with these stakeholders, as well as partner orgs, our plans and strategy
- Manage external partners / agencies who handle digital buying, targeting and analytics to develop, execute and report on digital plans across all campaigns and initiatives
- Work alongside internal creative team to plan, and produce innovative and creative digital campaigns
- Maintain Priorities' position as a leader in the progressive movement in regards to digital marketing and mobile innovation. Help develop and maintain learning agenda to meet this goal.
- Maintain relationships and coordination with organization partners in the progressive space to enable smart collaboration and open communication

Qualifications

- 4-5 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.
- Experience working with analytics and research teams to establish targeting strategies and/or measurement studies and learning agendas. You have the ability to translate data into actionable insights
- Experience with media buying including digital, print, TV, mail
- 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.