



Democracy North Carolina

Digital Associate

Job Description

Organization Overview

Democracy North Carolina (Democracy NC) works to strengthen democratic structures, build power in disenfranchised communities, and inspire confidence in a transformed political process that works for all. Through grassroots organizing, policy advocacy and research, and strategic communications, the nonpartisan organization aims to protect and advance voting access, ensure fair representation, and increase the participation of those historically underrepresented in the political process, especially people of color. For 30 years, this 501(c)3 nonprofit (and its predecessor, Democracy South) has taken on powerful institutions and politicians, regardless of party, and promoted reforms that expand public involvement in civic life. Democracy NC works closely and in coalition with reform-minded local, state, and national partners to achieve the policy outcomes and grassroots participation necessary for a just and equitable democracy.

Position Overview

The Digital Associate is a Full-Time position and will provide support for the organization's communications efforts both internally and externally. The Associate assists with print, digital, and multimedia content creation, management of communications interns/fellows, and support of cross-team communications initiatives.

Responsibilities:

General Communications

- Lead digital campaigns, including the creation and publication of emails, online actions, website content creation and updates, resource creation and updates, and occasional text campaigns.
- Collaborate on communications messaging, including general strategy, brainstorming, and copy writing and editing. Draft/contribute to campaign plans, including talking points, action items, and targets.
- Create and design content including resources for the main organizational website and NCVoter.org.
- Assist Engagement Evaluation Specialist, Communications Manager, and Training Manager with CRM management as needed.

Innovative Techniques and Content Creation

- Maintain a weekly calendar of diverse digital content — strategizing, planning, designing, and publishing — with the goal of increasing Democracy NC's social media presence and engagement on Facebook, Instagram, and Twitter, and exploring new platforms for the organization, i.e. TikTok.

- Manage the production of Democracy NC's podcast, *Built By Us*, including planning, research, recording, hosting, publishing, and promotion.
- Manage the production of Democracy NC visual media assets as needed, including planning, design, art direction, logistics, "acting," and promotion.
- Management of Communications Fellowship Program, focused on visual media, podcast, documentary, social media, and youth messaging, in conjunction with Democracy Summer program.

Cross-Team Collaboration and Support

- Collaborate with programmatic teams and offer support around email/events (and some text campaigns) for various campaigns.
- Assist the Development Team with campaigns, including writing and editing content, emails, print material, and social media engagement for various appeals.
- Draft and contribute copy and graphics to print resources across departments.
- Collaborate with programmatic teams to contribute to the annual Democracy Summer program.

Skills and Attributes

- Demonstrated familiarity with content management systems like WordPress and donor management software; experience with Every Action preferred.
- Demonstrated familiarity with digital platforms, especially managing social media accounts, including Twitter, Instagram, Facebook, and TikTok.
- Strong writing and editing skills.
- Strong video and audio editing skills.
- Some familiarity with web languages, including HTML.
- Strong communication skills related to group facilitation, training of peers and reports, delegating and managing seasonal/part-time staff, and cross-team collaboration.
- Self-starter with the ability to work in a fast-paced environment with tight deadlines.
- Deep commitment to participatory democracy and racial, social, and economic justice.

Salary Range: \$50,000-\$60,000

Benefits include:

- Medical, dental, and vision insurance with 100% employee premium coverage and 50% premium coverage for domestic partner/spouse and/or children.
- Health Reimbursement Arrangement for out-of-pocket medical expenses up to 76% for employees and 38% for covered family members
- Free telehealth for all employees and family members
- Employer-provided life insurance and ADD
- 9 paid holidays + 1 week office closure at the end of the year, and 30 days paid time off per year
- 403(b) retirement option with employer match
- Individual and team professional development opportunities
- Casual, flexible work environment with a commitment to employee wellbeing and work/life balance, currently operating as hybrid in-person/remote

- For specific questions about Democracy NC's benefits, please contact Hannah James (HR Associate) at hannahj@democracync.org

Application Process

Please send the following to jobs@democracync.org with the subject line "Digital Associate" and your name (no phone calls please):

- Cover letter with an overview of your professional background and interest in the position
- Resume

Hiring Timeline

- Applications will be reviewed on a rolling basis with a priority deadline of April 30. The role will remain open until filled.
- Applicants whose skills and qualifications most closely match the needs of this role will be invited to interview with a small panel of Democracy NC staff by late April/early May.
- Within two weeks, select candidates will be invited to a second interview with another panel of Democracy NC staff, including the Communications Manager (to whom this position reports.)
- We hope to extend a job offer to one candidate by mid-May. Job offers are contingent upon successful completion of reference and background checks. Only prior convictions that risk the safety of our staff or the security of the organization will be considered disqualifying.

Should you require any accommodation during the application process, please indicate this on your application and we will work with you to meet your accessibility needs. For any questions, suggestions or required documents regarding accessibility in a different format, please contact Hannah James (HR Associate) hannahj@democracync.org.

Democracy North Carolina is an equal opportunity employer committed to workplace equity through ongoing learning, discussion, investment in training, and continual recommitment to [our core values](#). Our organization considers applicants equally of race, color, creed, religion, sex, national origin, disability, marital status, age, gender, gender identity, disability, sexual orientation, or prior record of arrest or conviction. We seek a workplace that reflects and embraces the full range of the nation and state's diversity.