



**Organization:** [Democracy North Carolina](#)  
**Position:** Digital Campaigns Associate  
**Location:** Morrisville, NC (Hybrid)  
**Hiring Range:** \$49,000-\$55,000  
**Priority Deadline:** May 12, 2023

### **Organization Overview**

Democracy North Carolina 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 over 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 Campaigns Associate is the primary staff person responsible for communications support and digital strategy around the organization's internal and external programs (e.g. Get Out the Vote, Election Protection, Elections Advocacy). This includes creating content and providing technical support/expertise for trainings and events, as well as supporting our online advocacy through the creation of text and email campaigns. They will also work on internal technical training and skill building/skill sharing with staff. The Digital Campaigns Associate is part of Democracy NC's communications team and reports to the Communications Director. The position requires occasional travel across North Carolina and managing a flexible and sometimes challenging schedule. Some evenings and possible weekends required for trainings and event support.

### **Responsibilities**

#### Digital Advocacy + Content Creation

- Lead external digital programming components for organizing and policy team programs, including GOTV education and Election Protection/Advocacy email and text campaigns, and their related trainings and events.

- Lead preparation and execution of programmatic/event email and text campaigns for the organization, and provide text system training as needed. Write scripts, pull lists, and track responses for texting initiatives, including event attendance, GOTV, etc.
- Support development and maintenance of training/digital content “library” for the organization, including presentation materials, resources, and how-to materials for staff and coalition allies seeking to leverage the political process to advance social justice.

#### Digital Strategy + Technical Support for Programs

- Partner with organizing and policy staff to identify programmatic training and event needs as well as training/event objectives and strategies.
- Support creation of and manage training opportunities/events related to program areas as well as specific issue and voter engagement campaigns. This person would be able to assist facilitating/presenting on events on an as-needed basis.
- Support staff with developing new training/events and related materials.
- Provide logistical and technical support for organizational trainings and events.
- Conduct internal training around organization’s digital systems, such as Every Action, Zoom and Google Suite, and other soft skill building opportunities.
- Build partnerships with other organizations to broaden the reach of trainings and events.

#### Program + Digital Evaluation

- Evaluate core program training, events, and materials annually in conjunction with programmatic staff. Conduct pre- and post-assessments of event participants.
- Work with communications team to create processes and systems for tracking data related to delivering trainings/events as well as broader digital advocacy and organizing, and use data to ensure continued programmatic success.

#### **Experience and Qualifications**

- Minimum 2 years of digital communications experience, including creating online content for non-profit or advocacy organization programs, trainings, and events.
- Demonstrated familiarity and proficiency with digital organizing/advocacy and content management systems; experience with email campaign and texting programs (Every Action strongly preferred) and social media platforms required.
- Demonstrated proficiency in digital platforms such as Zoom, Windows (including Word, Excel, PowerPoint), Google Workspace, and other presentation tools (e.g. Canva).
- Strong public speaking skills required. Comfort with facilitating meetings and collaborating with staff to present on trainings/events as needed.
- Some prior experience organizing or volunteering for an issue or electoral/voter engagement campaign, or other relevant community activism, preferred.
- Preferred 1 year experience leading some aspect of program evaluation/assessment and design and technical support of trainings and events.
- Experience developing and maintaining collaborative relationships or work on projects with diverse groups of individuals and organizations.

- Knowledge of the voting and elections process, related issues, and understanding of structural and institutional oppression in the United States.

### **Skills and Attributes**

- Excellent written and oral communication skills. Strong meeting facilitation skills.
- Ability to listen actively, synthesize ideas one on one and across groups as part of the process of creating a tangible product, and knowing when to seek guidance and help.
- Ability to give and receive feedback; hear and process constructive criticism and learn from mistakes; commitment to contributing toward a positive work culture
- Ability to effectively organize and manage work time
- Deep commitment to participatory democracy and racial, social, and economic justice
- Sense of humor and ability to have fun; patience with imperfection

**Salary Range:** \$49,000-\$55,000

### **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](mailto:hannahj@democracync.org)

### **Application Process**

Please send the following to [jobs@democracync.org](mailto:jobs@democracync.org) with the subject line "Digital Campaigns Associate" (no phone calls please):

- Resume
- Cover letter with an overview of your professional background and interest in the position
- In your email, please share how you learned about this position

### **Hiring Timeline**

- Applications will be reviewed on a rolling basis with a priority deadline of May 12. 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 May.
- Within two weeks, selected candidates will be invited to a second interview with another panel of Democracy NC staff, including the Communications Director (to whom this position reports).
- We hope to extend an offer by early June. 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.*