



Organization: [Democracy North Carolina](#)

Position: Digital Media Associate

Location: Morrisville, NC (Hybrid)

Hiring Range: \$55,000-\$60,000

Priority Deadline: March 31, 2025

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 more than 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 Media Associate is a Full-Time position and will provide support for the organization's digital communications efforts both internally and externally. The associate assists with digital and multimedia content creation, management of all social platforms and digital communications, oversight of summer interns/fellows, and support of cross-team communications initiatives. This position reports directly to our Communications Manager.

Responsibilities

Digital Media & Content Creation

- Engage new and existing audiences with high-quality digital media that aligns with organizational campaigns and programs.

- Create dynamic content in various digital forms to include, but not limited to, user generated content, short and long-format videos, animations, live streams, podcasts, etc.
- Identify new channels to embed the brand and stay up to date with emerging trends to keep social media presence consistently relevant.
- Build and strengthen relationships with influencers, advocates, and other coalition partners active on social media.
- Use various monitoring tools to analyze social media strategies and increase SEO on all platforms and streams.
- Manage the production of Democracy NC's podcast, *Built By Us*, including planning, research, recording, hosting, publishing, and promotion.

Organizational Collaboration

- Collaborate on organizational communications messaging, including general strategy, brainstorming, design, copywriting, and editing, as needed.
- Assist Data & Engagement Evaluation Specialist, Communications Manager, and Digital Campaigns Associate with digital campaigns, creation and publication of emails, online actions, digital resources and graphics, website content creation and updates, as needed.
- Collaborate with programmatic teams and offer support around promoting organizational programs, campaigns, and events through our digital platforms.
- Assist the Development Team with social media engagement for various appeals.

Internship Oversight

- Manage the Communications Fellowship Program, which is focused on digital media, social media, podcasting, video production, and youth messaging, in conjunction with Democracy Summer program.

Qualifications

- At least 2 years experience managing a brand, either personal or professional, on social media, including Meta, TikTok, Bluesky, etc.
- Experience using content management systems like WordPress; familiarity with Every Action preferred.
- Strong writing and editing skills.
- Strong video production skills.

- 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 & Benefits

- Hiring range: \$55,000-\$60,000
- 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, dental, and vision expenses up to \$2,200 per household per plan year
- Free telehealth for full-time employees and family members
- Employer-provided life insurance and ADD
- 30 days PTO, 9 paid holidays + 1-week office closure at the end of the year
- 403(b) retirement option with employer contribution and 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 Manager) at hannahj@democracync.org.

How to Apply

Please send the following to jobs@democracync.org with the subject line "Digital Media Associate" **by March 31, 2025**:

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

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 contact Hannah James (HR Manager) hannahj@democracync.org and we will work with you to meet your accessibility needs.

NOTE: Democracy NC and the [Communications Workers of America \(CWA\)](#) are currently negotiating a Collective Bargaining Agreement (CBA). This position will be within the union. Once the CBA is in place, this position will be subject to the CBA's terms and conditions.

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.