

DIGITAL DIRECTOR

Reports to: President & CEO

Staff reporting to this position: Digital Associate, potentially additional staff

Department: Communications

Position classification: Exempt, full time

Summary

Innovation Ohio is searching for a talented and motivated digital strategist with political, marketing, and campaign experience. This new communications leader can capture the voice of our diverse coalition, influencers, and summarize public policy issues facing Ohio and the nation.

This person will work in partnership with the communications director to craft and implement an overarching strategy for fundraising, digital and grassroots engagement programs. The digital director should feel these things are second-nature.

This role will include significant independent expenditure (IE) work, including managing rapid message testing, working with the communications table to deliver results, creating content for coalitions, and more.

This position requires a high degree of organization, time management, motivation, attention to detail, and an ability to pivot toward competing priorities. Strong communication skills (written and verbal) and strategic collaboration skills are a must. This person will drive the digital strategy for partner organizations and collaborate with diverse communications tactics that include editorial, website, email, and social media content. The ideal candidate will have either led or been an important part of a digital operation previously.

Requirements

- 4+ years of digital work experience
- Political or advocacy campaign experience
- Comfortable with SEO/SEM, marketing metrics, and CRM software
- Familiarity with Google Analytics and Facebook Business Manager
- Experience with video, audio, and photo editing
- Strong communication skills (written and verbal), including writing, planning, and executing tests and report results for online campaigns
- Significant experience running digital and social media ad campaigns
- Proven results managing CRMs like Blue State Digital, NGP, ActBlue, and ActionNetwork is very important

Apply

Please email your resume to Jobs@InnovationOhio.org. Please be sure to **combine your cover letter, resume/CV, and sample writing assignment into one Word or PDF file**. The writing assignment should be a sample of your work product and complimentary to the position.

Additional information

The salary range for this position is \$62,000 - \$70,000 based on experience. The position is salaried with competitive benefits and paid time off.

Beginning January 3, 2022, Innovation Ohio staff will be working from the Columbus office three days per week. On Thursdays and Fridays, work will be remote.

Innovation Ohio operates two separate nonprofit organizations to maximize the progressive agenda: Innovation Ohio and the Innovation Ohio Education Fund. This job posting refers collectively to the two organizations under the name Innovation Ohio. Innovation Ohio Education Fund is a nonpartisan 501(c)(3) tax-exempt research and educational institute. It undertakes research, public education and a limited amount of lobbying. Innovation Ohio is a nonpartisan 501(c)(4) tax-exempt organization dedicated to achieving progress through action. It works to transform progressive ideas into policy through rapid-response communications, legislative action, grassroots organizing, political advocacy, and partnerships with other progressive leaders. The organizations share office space and employees.

Innovation Ohio is an equal opportunity employer dedicated to promoting diversity, equity, and inclusion. Diversity is more than a commitment at Innovation Ohio — it is the foundation of what we do.

Innovation Ohio recruits, employs, trains, compensates, and promotes regardless of race, religion, sex, national origin, ethnicity, age, disability, political affiliation, sexual orientation, gender identity, color, marital status, veteran status, medical condition, and all the other characteristics that make us unique.