



Online Communications Associate

ORGANIZATION OVERVIEW

The mission of 21st Century Democrats is to build a "farm team" of progressive populists who are the future leaders of the Democratic Party. We elect Democrats who will be leaders inside the party on Capitol Hill, in State Houses, counties, and cities across the country.

We will endorse between 30 and 50 candidates in 2008. Each candidate receives a combination of political support; field organizer(s); an online organizer; and/or financial support.

Our national reputation is built on our signature grassroots field organizing programs and our work to train and develop young candidates and campaign staff. We combine our field organizing expertise with new online political organizing techniques to create effective field plans for our endorsed campaigns.

Our organization was founded in 1986 by Texas Agriculture Secretary Jim Hightower, Sen. Tom Harkin, and Rep. Lane Evans with the purpose of promoting progressive Democrats who were economic populists and who will fight for America's working families. To this day, we are proud to be a leading voice in the progressive wing of the Democratic Party and to serve explicitly as a counter to the centrist-conservative wing of the party.

POSITION SUMMARY

21st Century Democrats seeks an experienced online professional to serve as an Online Communications Associate. This individual will be responsible for: 1) assisting in the development and implementation of the organization's online communications strategy; 2) executing the organization's online outreach; 3) maintaining and creating content for the organization's website, www.21stdems.org.

DUTIES AND RESPONSIBILITIES

Duties include, but may not be limited to:

- Assist in the development of online communications strategies, marketing and branding campaigns, and blogging outreach to promote site traffic, list growth and online fundraising
- Work with program staff to organize, create, and edit content for www.21stdems.org, including blog content, community section, photos, audio and video
- Write, edit, configure, and test 21st Century Democrats' emails, accompanying action and donation forms
- Develop and manage reporting and tracking databases
- Provide technical assistance as it relates to website(s) functionality, website features, site navigation, and other technical requests
- Assist in managing technical operations of the entire office including server and network applications

- Assist in managing minor office network systems, VOIP phone systems, VPN, and OWA administration
- Other duties as assigned

EXPERIENCE, KNOWLEDGE, SKILLS, AND ABILITIES DESIRED

- Excellent writing and editing skills
- Basic Web design skills (HTML and Photoshop)
- Demonstrated interest in progressive politics (blogging experience preferred)
- Experience writing and managing e-fundraising, e-advocacy, and other e-campaigns
- Familiarity with various software platforms, including eCRM, list management software and website management software
- Knowledge of political campaigns and progressive issues
- Be organized and have a strong attention to detail
- Be self-motivated and able to work in a fast-paced environment

REPORTS TO

Executive Director

EDUCATION & EXPERIENCE

Bachelor's degree strongly preferred
Online communications experience

SALARY & BENEFITS

Salary is commensurate with experience. Health care benefits are provided. 21st Century Democrats is an equal opportunity employer committed to hiring a diverse workforce.

HOW TO APPLY

Please email a cover letter outlining how your skills and background qualify you for this position, as well as a resume and list of references, with a subject line of "Online Communications Associate" to Hayley Dierker, Program Coordinator, at Hayley@21stdems.org Applications will be accepted until position is filled.