

North Carolina Coordinated Campaign Deputy Organizing Director - Engagement

The North Carolina Democratic Party Coordinated Campaign is hiring an Deputy Organizing Director (DOD) focused on Digital Engagement to ensure that President Biden and Democrats up and down the ballot secure victory in November. At their core, an Engagement DOD understands how to connect and activate people online; is ready to support the building of a digital engagement program by coaching and supervising Organizers focused on Digital Engagement across the state. The Engagement DOD will execute the statewide digital engagement program by developing and managing the statewide virtual volunteer and supporter community platform. They'll support staff across the state in meeting their goals by coordinating action and acting as a thought partner and support to on the ground Organizers. They will collaborate with the Organizing Manager to implement a statewide digital Engagement program and work with on the ground teams to develop and execute their Region/Turf-level Engagement Plans. The Engagement DOD will report directly to the General Election Director.

Responsibilities

- Work to build a statewide virtual supporter and volunteer community where local grassroots volunteers can engage online and be motivated to take action online and in-person.
- Engage with the statewide volunteer community to create a relentlessly visible campaign both online and in-person.
- Supervise Organizers work in executing digital organizing tactics, including virtual voter contact events, coordinating meetings, and trainings.
- Develop best practices for statewide Organizing trainings—geared toward teaching volunteers how to utilize online networks to organize for the campaign, and to be effective messengers for the campaign online and strategically engage their networks.
- Manage Organizers with direction and feedback around digital content and messaging.
- Implement digital and relational tactics including: friendbanks, content engagement, virtual voter contact, digital door knocking, and maintaining a digital community.
- Regularly engage with the statewide supporters and volunteers community to cultivate a culture of ongoing engagement online, seamless entry into regional communities, and best practice sharing.
- Build infrastructure to support and manage Organizers tracking, follow up, and coaching of volunteers who engage online to collect feedback on interactions, comments, and conversations.
- Collaborate with other teams and departments in state to ensure we are maximizing engagement opportunities

You'd be a good fit for this role if...

- You have 1-2 cycles of campaign or digital agency experience working in digital organizing and/or content development programs.
- You have experience in building and engaging communities in online spaces that have had state-specific volunteer recruitment needs (some experience in building communities using Slack or Discord, building P2P texting communities, etc).
- You have a strong commitment to Democratic values and enthusiasm for electing Joe Biden and Democrats up and down the ballot.
- You are “terminally online” and know how to connect with others and motivate action in digital and online spaces.
- You have strong writing skills and experience in writing and managing content development programs for Twitter (X), Facebook, and Instagram accounts.
- You are a community builder who knows how to create warm and welcoming spaces online. You're probably the one still keeping that group chat of high school friends going.
- You love connecting with others, motivating action, and building coalitions.
- You're solutions-oriented and are able to take and implement feedback.
- You are driven by achieving goals and have a competitive spirit.
- You understand how to take an inclusive lens into all aspects of work—and are able to forge genuine relationships across diverse groups, such as race, ethnicity, sexual orientation, class, ability, gender identity, citizenship status, or other identities.
- You have the capacity and willingness to work long hours during peak season, rolling up your sleeves and getting the work done.
- You have access to reliable transportation, and are willing to travel frequently.

Salary and Benefits

This position is salaried at \$6,500 - \$7,500 per month, commensurate with experience. This is a temporary position through November 15, 2024.

All full-time employees are offered a comprehensive benefits package, 100% covered by NCDP. This includes medical, dental, vision, disability, and life insurance. Benefits become active on your first day of employment. Employees can add partners and dependents to health benefits but are responsible for covering the additional cost. Full-time employees also receive unlimited paid time off on an as needed basis subject to employer approval, two floating holidays, and paid holidays.

This is not a CWG bargaining unit position.

Application and Interview Procedure

Candidates should submit their resumes at <https://forms.gle/1sJkHtotUMtf8Wrg9>.

Due to FEC regulations, only U.S. citizens or U.S. green card holders are eligible to apply for this role.

The North Carolina Democratic Party is an equal opportunity employer. We will not discriminate and will take affirmative action measures to ensure against discrimination in employment, recruitment, advertisements for employment, compensation, termination, upgrading, promotions, and other conditions of employment against any employee or job applicant on the basis of race, color, gender, national origin, age, religion, creed, disability, veteran's status, sexual orientation, gender identity, or gender expression.