



Job Description: Data and Digital Engagement Director

Overview

The Nevada State Democratic Party is currently seeking applications for Director of Data and Digital Engagement. This position supports the overall work of the organization with an emphasis on the collection, maintenance and high impact use of member data, including voter file data, social media, online fundraising and election prioritization. This requires daily contact with elected officials, Democratic Party staff (State and County) and allied organizations. The Director of Data and Digital Engagement will report to the State Party Chair and the Executive Director.

Duties & Responsibilities

- Work with Staff, Executive Board, State Party leadership, County Party Chairs, Statewide Constituency Caucuses to develop and implement statewide election strategies
- Develop processes to obtain, convert and routinely update member data
- Develop and deliver training resources and best practices, particularly around VAN and other voter contact tools
- Create voter contact and volunteer recruitment universes as needed
- Produce analysis of voter contact results, program health, early vote and absentee turnout, voter registration, and other data relevant to campaigns and present these effectively to leadership
- Build automated workflows to streamline data tasks
- Establish and standardize internal data collection, tagging and tracking processes
- Coordinate with Executive Director and VAN Administrator to establish and maintain data sharing protocols and data sharing agreements
- Develop, in coordination with staff, consultants and vendors, an aggressive and authentic digital engagement strategy
- Direct strategy and day-to-day workflow of the Party's digital programs which may include; email, advertising, social media, website and messaging. Coordinate strategies with the Communications team.

Experience and Skills

- Professional experience on a political or advocacy campaign during at least two cycles, ideally as a Director or mid-management level role in Field, Political or Data. Political experience in multiple states is a plus. Job candidate must have a solid understanding of political infrastructure and the capacity to acquire, maintain and enhance data over time.

