



Job Description: Communications and Digital Director

OVERVIEW

Founded in 2012, VoteRiders is the country's leading organization focused on voter ID education and assistance. We work nationwide with a particular focus on states with restrictive voter ID laws. In 2024, we seek to directly reach over 10 million voters with timely and crucial voter ID information and free help. Our on-the-ground programs in eight states, far-reaching partnerships, and communications campaigns raise awareness of voter ID laws, ensuring voters know what ID they need and receive free help if needed to cast a ballot that counts.

VoteRiders is seeking a seasoned Communications and Digital Director with deep expertise to develop strategy and oversee the staff and consultant teams responsible for creating and delivering our high-impact messaging across different channels. This position is ideal for a creative, dynamic, and outcome-driven individual seeking a chance to contribute to a quickly growing and impactful voting rights organization in a critical election year and beyond.

This is a remote position, but candidates must be physically based in the continental United States to be considered for this position. This is a full-time position, available ASAP.

The VoteRiders Communications and Digital Director will report to the Executive Director and work closely with our entire staff leadership team and the VoteRiders Board of Directors Communications Committee. This position involves oversight of two full-time team members (Digital Media Manager and Digital Communications Coordinator) and several ongoing consultants/firms that support our communications and digital work.

COMPENSATION

The starting salary range for this position is \$95,000-\$120,000 annually. Total compensation includes a monthly remote work stipend, healthcare benefits, paid sick leave, paid time off per the policies outlined in VoteRiders' Employee Handbook, and access to a 401k retirement plan with a 4% employer contribution match.

PRIMARY RESPONSIBILITIES

Lead the development, implementation, and execution of an integrated communications strategy that delivers impactful messaging across all public communications channels:

- Oversee the design and implementation of integrated and strategic communications efforts across all mediums and channels (paid and earned media, digital, etc) to grow engagement, strengthen brand identity, expand our base of partners and supporters, and ensure widespread and ever-growing awareness of voter ID laws and VoteRiders' voter-facing resources
- Monitor press and social media for mis/disinformation around voter ID laws, correcting if needed and countering harmful messaging
- Effectively develop and deliver targeted communications initiatives to VoteRiders' varied audiences, including voters, volunteers, partner organizations, donors and supporters,



the media, and the general public

- Regularly assess the extent to which our communications strategy and messaging are effectively engaging new and existing audiences in service of the organization's mission and objectives, adapting VoteRiders' messaging framework, strategy and tactics as needed
- Alongside the Executive Director and the VoteRiders digital team, set goals and communicate growth targets and performance to internal stakeholders, providing data, analysis, and reporting to ensure goals are being met

Digital strategy and engagement:

- Oversee the development and execution of compelling, high-performing digital marketing campaigns tied to key moments throughout the electoral cycle to grow and engage users
- Ensure the execution of an impactful, cost-effective, and comprehensive strategy (paid and organic) that produces compelling and targeted content to expand and engage our audiences, raise funds, attract partners, and mobilize volunteers to take action
- Ensure alignment, mutually reinforcing messaging and content across digital channels and outreach methods such as email, social media, blog, and paid digital campaigns
- Oversee VoteRiders' digital team staff as well as a team of ongoing consultants who work collectively to advance our goals, including via email, SMS, graphic design, and SEO
- Oversee the messaging and narrative direction and execution of digital projects, as well as broad campaign planning for digital channels
- Oversee the development and execution of website updates to optimize engagement, improve accessibility, and offer best-in-class comprehensive resources on voter ID
- Monitor and interpret social and web analytics, tracking monthly and year-over-year growth and adjust communications strategies accordingly

Press strategy and engagement:

- Identify priority targets/outlets and audiences and craft media engagement strategies
- Oversee VoteRiders' external PR firm (partial-year engagement) to suggest and refine media pitches and targets for national, state, and local outlets
- When our external PR firm is not engaged, support VoteRiders leadership and staff to field and engage in media requests; ensure responsiveness to incoming requests; and seek and engage in media pitching, briefing, and other outreach to ensure ongoing coverage of voter ID and elevate VoteRiders' profile
- Define and oversee the organization's strategy for working with surrogates and/or content creators/influencers in traditional and social media

Brand development:

- Oversee and lead a brand strategy that continually builds the organization's brand identity, maintains quality and consistency of communication and content, and aligns cross-functional strategies in service of VoteRiders' mission and objectives
- Develop and implement high-level brand strategy by analyzing audiences and organizational work to date, identifying key marketing strengths to build on and



challenges to mitigate.

- Approve print and other non-digital collateral for outreach, including for fundraising and for use by field program staff for compelling messaging and brand guidance

Team and organizational leadership:

- Lead a high-performing communications team (including staff and consultants/vendors) and ensure cross-functional coordination, programmatic cohesion, and execution of organization-wide priorities.
- Act as staff liaison for the Board of Directors Communications Committee, attending regular meetings and suggesting strategic avenues for their engagement in support of organizational communications goals and campaigns
- Provide support for staff across the organization in achieving their communications objectives, including supporting leadership and staff spokespeople by ensuring fluency with messaging guidance.
- Represent the communications and digital team for external partnerships as needed.
- Ensure the timely implementation of annual work plans and adherence to both internal and external deadlines.

QUALIFICATIONS

Required

- 8+ years of experience in a similar role; campaign or nonprofit experience is a bonus
- Deep digital experience is required, with communications/press experience strongly preferred
- A proven track record of success, including in managing budgets and teams to develop and execute high-performing and growth-oriented communications initiatives
- Innovative, proactive, self-starter, compelling, driven, out-of-the box thinker
- Exceptional written and verbal communication and presentation skills, with the ability to articulate complex concepts clearly and effectively to internal and external audiences
- Ability to work in a fast-paced, dynamic environment and manage multiple priorities and projects simultaneously
- Strong affinity for voting rights and VoteRiders' mission
- Experience managing and leading diverse and distributed teams for success, including direct team management experience, and a commitment to staff development
- Conversant with data analytics with ability to draw actionable insights

- Lives in the continental United States and legally authorized to work in the United States (relocation funds are not included)
- Regular access to a reliable computer, internet signal, and cellphone
- Strong computer skills, including Microsoft Suite and Google Suite with an aptitude to learn new software and systems including Slack
- Willing to travel occasionally as needed

Preferred/Plus

- Experience with existing VoteRiders communications platforms and tools, including:



- EveryAction, Mobilize, Sprout Social, Canva, and WordPress
- Knowledge of, or interest in, strategies and tools for using AI to bolster communications and digital efforts
 - Existing networks with communications professionals, consultants, and peers in the voting rights space
 - Spanish language skills

EQUAL EMPLOYMENT OPPORTUNITY POLICY

VoteRiders is committed to diversity among its staff. VoteRiders is an equal opportunity employer. All employment decisions at VoteRiders are based on our mission and program needs, job requirements and individual qualifications, without regard to age, race, color, national origin, religion, sex, sexual orientation, disability, or any other legally protected basis. VoteRiders will not tolerate any unlawful discrimination or harassment.

TO APPLY

To apply, send a resume, cover letter and contact information for three professional references to Jobs@VoteRiders.org. Please note that references will not be contacted without your permission. Include in the subject line: your **last name** and **Communications and Digital Director**. Applications will be accepted until the position is filled. Please include where you saw the job post or how you learned of the open position.