



MEDIA COORDINATOR

Montana Democratic Party is accepting applications for the full-time Media Coordinator position to begin immediately the position based in Helena, MT.

DUTIES and RESPONSIBILITIES: The media coordinator oversees content assets across Montana including (but not limited to) websites, social media accounts, radio and direct mail. This position works to ensure consistent branding and messaging as well as assisting campaigns with purchasing and monitoring ad campaigns across a variety of platforms. This position should excel at content writing, website user experience, best practices in website management, social media management experience, video and ad development, ad purchasing, and ad placement.

Digital Marketing:

- Build, plan, and implement overall digital marketing strategy.
- Work with stakeholders to obtain content and design the following digital and print collateral.
- Creates graphic designs, promotional materials, infographics, web graphics, videos.
- Assists with content (graphics, slides, etc.) for presentations.
- Good knowledge and experience with online marketing tools, apps, and text messaging programs.
- Ability to own the brand messaging strategy and quality standards.
- Hands on experience with web, testing, and social media analytics and optimization.
- Maintain digital dashboards and monitor key online marketing metrics to track success.
- Report on actionable metrics to drive strategy.
- Oversee social media content to ensure best practices are being used.
- Keep up-to-date on digital and text messaging program trends.
- Good copywriting and storytelling abilities.

Program & Campaign Communications:

- Designs, builds, maintains, administers, websites with a focus on effective, efficient usability.
- Performs website editorial activities including gathering and researching information to enhance the sites.
- Works with the communications director, executive director, and others as assigned to develop the content.
- Ensures the information scheduled for publication to the website is accurate, complete and approved before publishing to the live website.
- Keeps apprised of software updates and features. conducts training as needed, trains new staff and candidates, and provides ongoing technical support.
- Adheres to website design and brand consistency.
- Identifies/maintains links to and from other websites and checks links on a regular basis to ensure proper functionality.
- Identifies problems uncovered by testing or feedback and correct or refer problems for correction.
- Monitors website usage and reports on traffic and other measurables.
- Prioritizes projects/updates in a strategic way. Develops and maintains a system to deploy timely content updates. Develops social media strategies and implements them.
- Advises campaigns on ad purchases and marketing campaigns.
- Schedules mail print dates and drop dates.
- Develops audiences for targeting ad campaigns.



Minimum Qualifications:

Experience as a Digital Marketing Manager. Experience developing and implementing digital marketing strategies. Experience and demonstrated ability to manage multiple projects at the same time. Experience executing tasks that require excellent attention to detail. Knowledge of web design principles Project management skills with a keen eye for detail. Knowledge of best practices for content audits and action calendars. Passionate, creative thinker with exceptional analytical skills. Comfortable working in an agile, deadline-driven environment. Team player with great communication and interpersonal skills. Experience purchasing and managing ads on radio, print, and TV a plus. Experience working with Montana print shops and mail houses a plus.

Compensation:

Compensation commensurate with experience. MDP offers a generous paid health insurance plan and travel compensation.

How to Apply:

To apply, please submit a cover letter with the names of three references and a resume, to Sheila Hogan, MDP executive director (Sheila@montanademocrats.org). Applications will be accepted until the position is filled. Incomplete applications will not be considered.