



Job Announcement: Full-Time Digital Director Position

About [Get Free](#)

Get Free is a new organization building a youth-led movement to repair past harms, remove ongoing barriers to equality, and realize a future where freedom is for all. We've spent the last three years creating a plan for how we will fulfill this mission, launched in June, and [took action in July](#) after the latest Supreme Court rulings to demand our Members of Congress get on the record with our generation and pledge to make freedom and equality real. Now, we are quickly building out the team and infrastructure of people for our campaigning and organizing for the rest of this year and the 2024 election.

About the position

As the Digital Director at Get Free, your role will be crucial in developing, executing, and leading innovative and cutting-edge digital organizing strategies to reach thousands of young leaders across the country to take action to make reparations a political and public priority. You will be responsible for growing and maintaining Get Free's digital audiences, managing our social media channels and our volunteer Discord platform, testing and distributing messaging, and experimenting with digital tools to increase our digital footprint and impact. The Digital Director will also be responsible for increasing the organization's online visibility and creating innovative digital campaigns that drive engagement and fundraising.

This position will report to the Executive Director and work closely with our growing staff team, plus our volunteer leaders, with a particular focus on building out and managing an ambitious digital organizing program.

We're looking for someone who is excited about experimentation, aligned with our values, strategy, and vision, and who wants to apply their deep knowledge of organizing online and building out digital systems to ensure our movement's reach and impact at a national scale. This role is for someone who is committed to our mission, believes in building political, narrative, and people-power, and has a steadfast desire to win.

Responsibilities

Team Management:

- Responsible for building a digital department of paid staff and volunteers from the ground up.
- Ability to work independently and as part of a team, managing multiple projects and priorities simultaneously.



- Provide effective, empathetic coaching and support to empower the leadership development of direct reports and volunteers, and build a culture of clear and consistent feedback.
- Lead the creation of a digital department geared towards distributed digital organizing and absorption of new supporters.
- Manage our social media channels and our volunteer Discord platform for creating, disseminating, and amplifying content and calls to action.

Campaign Management & Digital Strategy:

- Create and execute successful digital campaigns that drive engagement, fundraising, and conversions.
- Oversees strategy, production, and distribution of digital communications.
- Create and manage content across social media and digital channels (e.g., Facebook, Twitter, Instagram, YouTube, TikTok, email list), including drafting and posting rapid response content, monitoring engagement and growth metrics, and growing a base of online influencers.
- Leverage strategic storytelling across platforms that align with the Get Free's brand, messaging, and principles.
- Monitor, report, and track performance metrics across platforms and ability to strategically change directions or iterate on successful tactics.
- Experiment and stay up to date with best practices in digital organizing, data management, marketing, tech, and organizing to maintain a culture of experimentation and innovation.
- Create an online-to-offline pipeline for new and existing leaders to join Get Free.
- Build and execute Get Free's online grassroots fundraising program through multi-channel fundraising and marketing strategies.

Essential Qualifications

- A demonstrated history of leading and executing effective digital campaigns.
- 2 years relevant experience managing or leading digital organizing, fundraising, or campaign teams; and 5 years relevant experience working on digital campaigns.
- Management experience, including overseeing consultants and volunteers from a variety of backgrounds.
- Excellent written and verbal communication skills, with the ability to effectively engage supporters, donors, and leaders.
- Self-motivated, highly organized, and collaborative – ability to drive projects forward independently with a creative approach and attention to detail in a fast-paced environment.



- A strong decision-maker who can think quickly and strategically able to deliver at high quality under tight timelines.
- Passionate about how to give people consistent ways to stay engaged and take action - whether online or real world - in order to persuade and mobilize audiences toward concrete electoral, legislative, policy or organizational wins.
- Trusted, trustworthy and respected relationship builder – able to form and maintain relationships across a diverse array of progressive players from party insiders to grassroots activists.
- Significant experience with social media management, data management, and systems management (we use Google Apps, Slack, and EveryAction as our CRM).

Location

The position is remote with opportunities for domestic travel.

Compensation and Benefits

This is a full-time position. Compensation will range, based on previous experience and skill set as follows below, with generous and competitive benefits including fully covered health insurance:

- *Senior-level* - \$97,000-\$130,000

To Apply

We're on an ambitious timeline to fill this role. Please submit your resume and cover letter under the subject line "Digital Director Position" to info@getfreetogether.org. In your cover letter, please describe what interests you about the job, your ideal mix from the possible scope of work, how your background suits you for this role, list three references, and indicate how you heard about the position. This position will remain open until filled.

Get Free seeks to hire staff who reflect the diversity of the movement we are building and the cause we serve. Get Free is an equal employment opportunity employer.