



VOTE SOLAR
Job Description

Digital Director

Vote Solar is a non-profit organization with the mission of making solar more accessible and affordable across the United States. Our high-impact team is in search of a Digital Director to help us channel solar energy's overwhelming popularity into meaningful policy progress in states nationwide.

POSITION DESCRIPTION

The Digital Director reports to the Director of External Relations and works in collaboration with the communications, campaign and development teams. The Digital Director is responsible for designing and implementing a digital communications strategy to increase the effectiveness of our advocacy and to help us achieve our online fundraising goals.

Job Responsibilities

- Designing and executing a multi-channel digital communications strategy that advances Vote Solar's advocacy and development goals.
- Increasing the total number of members and conversion rates in Vote Solar's email list and social media channels.
- Designing and executing data-driven email and digital mobilization campaigns.
- Online ad targeting, content development, and buys.
- Managing Vote Solar's social media presence.
- Partnering with advocates and industry to build our digital network and increase the effectiveness and reach of campaigns.
- Working with the Vote Solar development team to launch an online giving program.
- Assessing and implementing new tools to increase the effectiveness of our digital campaigns.

THE SUCCESSFUL CANDIDATE MUST HAVE:

- 5+ years of digital advocacy experience or a demonstrated track record that matches this experience.
- Experience developing and executing a multi-channel digital communications plan, ideally for advocacy purposes.
- Excellent time management skills with the ability to plan, organize and prioritize workload and handle several tasks simultaneously.
- Ability to learn and communicate about complex energy policy.

- Ability to manage work effectively across multiple teams in multiple locations.

BONUS POINTS FOR:

- Passion for building strong new capacity at our growing organization.
- Experience translating online engagement to offline participation in events, rallies, etc.
- Track record of success with online fundraising programs.
- A combination of creativity and hilarity that makes it impossible to resist clicking through.

Vote Solar's organizational culture values humor, kindness and respect in interpersonal relationships, working hard and effectively, and a passion for winning.

POSITION DETAILS

This position will be based at an existing Vote Solar office, with preference for Oakland, California or Washington, DC. Salary is commensurate with experience. Excellent benefits: Vote Solar provides full-time staff with a competitive package, including paid vacation and sick time, health care and a retirement savings plan. Vote Solar is an equal opportunity employer that seeks to expand the diversity of its staff. Start date: ASAP.

TO APPLY

Please submit a resume, a cover letter describing your interest in and qualifications for the job, and 1-2 digital campaign samples to jobs@votesolar.org. Subject line: 'Digital Director Application'.

ABOUT VOTE SOLAR

Founded in 2002, Vote Solar is a non-profit grassroots organization working to foster economic opportunity, promote energy independence and fight climate change by making solar a mainstream energy resource across the United States.