



Job Title: Digital Director, Vote Yes for Water and Nature Ballot Committee

Location: Boston, MA. This position is based in Massachusetts and is full-time.

Salary: \$9,000 to \$10,000 monthly, May through December 1st (\$108,000 to \$120,000 annualized)

Start Date: May 2026

To Apply: Email resume and cover letter to james@field-first.com

The Vote Yes for Water and Nature ballot committee is seeking a talented **Digital Director** for the Vote Yes for Water and Nature ballot initiative, which will likely appear on Massachusetts' General Election ballot on November 3, 2026.

The Protect Water and Nature Ballot Initiative would create a dedicated Nature for All Fund with \$100 million each year to support the conservation and restoration of water and land in Massachusetts, and to support the creation and improvement of parks, trails, greenspaces, and other outdoor recreation spaces.

[Nature for Massachusetts](#) is a large and diverse coalition of environmental, conservation, and community organizations and national corporations that seek to create a dedicated, annual revenue stream to conserve water, land, urban greenspace, outdoor recreation access, and wildlife in Massachusetts. Our coalition is pursuing parallel legislative and ballot campaigns this year in support of this policy.

The Digital Director will report to the campaign leadership team. Strong technical skills are required, including excellent communication, leadership, and follow-up skills as well as an instinct for creative problem-solving. The Digital Director must be highly organized, creative, and passionate. This individual will design and execute the organic digital program for the campaign in coordination with the communications and field team as well as the campaign's paid digital ad consultants.

Responsibilities include, but are not limited to:

- Developing the digital communications plan in collaboration with the campaign team and coalition leadership
- Oversee and execute the campaign's program on social media platforms and an email program
- Develop regular campaign content including graphics, video, and written communications for social media and email
- Manage interns/co-ops to integrate creative and technical execution



- Set and maintain benchmarks for online engagement and digital fundraising with consultants
- Utilize the latest technologies to organize and activate voters online
- Coordinate with digital and fundraising consultants on online fundraising program
- Create and/or maintain digital platforms including website and social media channels
- Integrate the digital program and more traditional communications methods seamlessly

The ideal candidate would have:

- Experience managing and keeping updated multiple social media platforms and email platform
- Past campaign and digital communications experience
- Ability to be quick to adapt to changing campaign situations
- Strong creative skills including high proficiency for writing and visual design
- Technical expertise strongly preferred (Adobe Creative Cloud, Canva, social media platforms)
- Knowledge and experience with translation services, different communication tactics and platforms with non-English-speaking communities and communities who have historically lacked access to nature

Diverse candidates are strongly encouraged to apply. The Vote Yes for Water and Nature ballot committee is an Equal Opportunity Employer and does not discriminate on the basis of race, color, religion, sex, age, national origin, genetic information, protected veterans, marital or familial status, sexual orientation, gender identity or expression, disability status, criminal record information (except where permitted under applicable law), or any other category prohibited by local, state or federal law.