



## About NBI

We believe that progress doesn't happen on its own. Success takes hard work and it takes good people to make it happen. If you care deeply about fighting for the future of our country and the power of digital to influence the outcomes, you can be one of those people. Our motto, *Amplifying Your Voice To Make Good Happen*, doesn't refer just to our clients, but also to our staff. Our team is passionate about electing Democrats and supporting progressive organizations and nonprofits, perseveres to ensure their success, and in the process is making history up and down the ballot and in all 50 states.

As a woman-owned and founded company and a proud union shop in the technology space, we have been forging the way for courageous, ambitious, committed individuals from all backgrounds, races, religions, abilities, and sexual orientations to change the world for the better. What New Blue employees have in common are our values, which guide how we approach our business as well as our relationships with each other: agility, integrity, innovation, community, and success.

We offer our staff the tools and training to ensure their success at NBI, including work equipment for home offices and remote technical support. We also invest in professional development with ongoing internal training and the opportunity for external training.

## Vice President for Media Planning and List Acquisition

The Vice President of Media Planning and List Acquisition reports to the CEO and is responsible for leading client advertising projects related to political persuasion ads as well as acquisition related advertising for the firm. Leads advertising team and their interaction with NBI client teams, and creative consultants to conceptualize and execute digital paid advertising and planning across multiple media platforms.

This is an exempt position under the FLSA.

### **Job Responsibilities include but are not limited to:**

Build a portfolio of clients who will rely on NBI for digital advertising related to list growth, political persuasion, and GOTV purposes.

Pitch new business, both to existing clients of the firm and to entirely new clients.

Work with the Marketing Director on marketing materials, case studies, and awards submissions for this practice.

In conjunction with the Managing Director, create annual and cycle revenue goals for the advertising department.

Design and implement client digital strategies within budget requirements.

Work with clients to set specific digital advertising objectives and monitor progress.

Responsible for overseeing a team to orchestrate strategic creative content for client ads as well as functioning as part of the creative team.

Work in conjunction with Graphic Designer to produce ads when necessary.

Ensure that analytics for tracking success of advertising are tracked and produced for clients.

Other responsibilities and duties as requested.

### Qualifications

Digital ad experience for political candidates, advocacy organizations, and/or organizations that do elections work.

Agency experience

Proven success as team and project manager, including setting strategic direction

Proven ability to lead, manage, and organize a team both in terms of personnel and in hitting benchmarks and deadlines

6+ years working on advertising campaigns with working on advertising campaigns with Meta Business Manager, Google Search, and any DSPs (The Trade Desk, Verizon, DV360, etc).

Great all-around communication skills, including strong copywriting skills and the ability to effectively communicate best practices, strategies, plans, and goals to clients and staff.

Experience in data visualization tools, project management software, report template design, and Excel or Google Sheets.

Comfortable managing multiple client relationships, pitching new business to current and new clients, and managing a team that also manages client relationships.

Ability to work across departments to develop effective and efficient cross-company procedures to deliver the best product and results to clients.

Comfort with and proven ability to train both ads team and company-wide on related ads best practices and procedures.

Comfortable with different email CRMs to run acquisition campaigns (NGP/EveryAction, Action Network, Action Kit, etc.).

Demonstrated commitment to progressive politics.

### Strongly Preferred but Not Required

Knowledge of basic HTML and CSS for landing page templating.

Graphic Design experience.

Familiarity with Adobe Design Suite and Canva.

## Equal Employment Opportunity

NBI provides equal employment opportunity (EEO) to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

New Blue Interactive does not and shall not discriminate, coerce, or intimidate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, sexual orientation, or military status, in any of its activities or operations.

Salary range is \$115K+ based on experience and qualifications. Raises, bonuses, and profit sharing are also available. In addition to holidays, vacation, sick leave, and other applicable leave, New Blue offers a generous benefits package for full-time employees including 50% medical, dental, and vision coverage, employer-sponsored employee assistance program, employer-sponsored life insurance, and a 401k benefits program with employer matches up to 5% after 3 months of service. **This position is not part of the bargaining unit.**

To Apply: [newblueinteractive.com/apply](https://newblueinteractive.com/apply)