



Job Opening: Digital Manager

[Lower Drug Prices Now](#) (LDPN) is a campaign of state and national multi-issue organizations fighting for transformative, bold reforms that will ensure everyone -- no matter where they live, what they look like or what's in their wallet -- has access to affordable prescription medicines to meet their and their family's needs. Lower Drug Prices Now is a 501(c4) fiscally-sponsored project of the Sixteen Thirty Fund.

Summary of Position: This is a full-time position offering competitive salary and benefits. LDPN is seeking a creative, experienced and data-driven digital organizer to lead our coalitions's social media, digital communication and online outreach. The ideal candidate has experience executing social media and email campaigns, generating creative content, using data metrics to track impact and aligning digital tactics with on the ground field organizing and traditional communications.

Essential Duties and Responsibilities:

- Design email and social media content that advances the goals, increases the reach and amplifies the messages of the national campaign.
- Engage in hands-on, day-to-day management of campaign social media platforms and digital content based on the overall campaign plan.
- Collaborate consistently with the Communications and Field Directors to ensure consistent messaging and content that facilitates the success of our partners.
- Generate creative on-message content for social media platforms, including text, graphics and videos; ensure content is consistent in style, quality, message and tone of voice.
- Propose tactics to expand the campaign's digital reach including potential list growth strategies, tactics to engage more online partners, and innovative uses of Twitter, Facebook and other outlets.
- Track and interpret performance metrics for digital activity and properties to measure effectiveness.
- Manage relationships with campaign allies and partners in order to facilitate joint coordinated activity and to ensure consistent shared message including regular communications and partner workgroup meetings to encourage message discipline, share resources, and plan rapid response.
- Participate in the development of strategy, systems, training and program for the LDPN campaign and for longer-term national trajectory.
- Engage, manage, and assess vendors and consultants as needed.
- Other responsibilities and tasks as needed.

Qualifications:

- Minimum of 5-7 years of experience working on issue campaigns and/or electoral campaigns, in designing and implementing digital strategies, including online list building and management, social media organizing, and website creation/maintenance.
- Demonstrated expertise in some combination of digital content creation (graphics and video).
- Experience with paid digital ads on a variety of platforms.
- Strong communications skills: writing, editing, and an ability to frame messages for different audiences.
- Proficiency with design and web software such as Adobe Photoshop, Illustrator, HTML, CSS, WordPress.
- Knowledge of CMS/CRMs, especially Action Network.
- Demonstrated ability to work well under pressure, work long and/or irregular hours, take initiative and manage multiple priorities effectively.
- History with and commitment to work for social, economic, gender and racial justice.
- Comfort working with racially and economically diverse communities and organizations.
- Understanding of how to integrate communications, digital and field organizing to meet goals.
- Strong follow-up skills, including excellent attention to detail and accuracy.

Additional Skills:

- Experience working in a coalition environment is helpful.
- Knowledge of or experience working on prescription drug or health care issues or in the healthcare advocacy landscape is helpful but not required.

Please send your cover letter and resume to mduffy@lowerdrugpricesnow.org with Digital Manager in the subject line.

This position reports to the LDPN Deputy Director. LDPN offers competitive benefits and competitive salary in an informal work environment. The salary range for this position is \$65-85K annually, depending on experience. This position is considered exempt for overtime purposes. Women and people of color strongly encouraged to apply.

New Venture Fund Careers

Lower Drug Prices Now is a project of New Venture Fund (NVF), a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. NVF is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. NVF's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.