

MICHIGAN SENATE

SENATE MAJORITY LEADER

POSITION POSTING

DIGITAL OUTREACH STRATEGIST

SUMMARY:

Under the direction of the Senate Majority Leader and supervised by the Majority Staff Director of Communications, the Digital Outreach Strategist will play a critical role in communicating directly to members' constituents by developing and executing outreach strategies for the Senate Democratic Caucus and member offices; crafting, placing, and managing cross-platform outreach campaigns; optimizing outreach campaigns to meet strategic goals and key objectives, attending formal meetings related to member issues with a significant communications impact; and assisting in the creation, maintenance, and execution of a strategic communications plan.

ESSENTIAL JOB FUNCTIONS:

- Manages digital outreach campaigns from concept to completion on platforms including but not limited to Meta, Google/YouTube, radio, and print media, etc.
- Helps design outreach plans and budgets for Democratic Senators
- Monitors performance and reports on objectives and key metrics
- Attends formal meetings related to member issues with a significant communications impact
- Assists in the creation, maintenance, and execution of a strategic communications plan

SECONDARY DUTIES AND RESPONSIBILITIES:

- Assists the Senate Majority member offices with digital strategy as requested
- Assists the Director of Communications with digital responsibilities as requested
- Assists the Communications Specialist Team with content assistance as requested
- Provides content and editing assistance for all digital media as requested
- Performs all other duties as assigned by the Communications Director and Deputy Director of Communications

EDUCATION/EXPERIENCE:

- A bachelor's degree is preferred
- Proven in-platform experience managing successful outreach campaigns on Meta, Google, and other platforms
- Strong familiarity with Meta and Google verifications processes and policies
- Deep familiarity with the digital landscape and ability to advise on creative, objectives, and optimization
- At least four years of experience with digital media, including social media management, planning and strategy, photography, editing, and graphic design preferred
- Other combinations of education and experience are evaluated on an individual basis

SKILLS AND KNOWLEDGE REQUIRED:

- Ability to develop and maintain a positive working relationship with members and office staff, with a primary focus on providing quality customer service

- Ability to develop and maintain good working relationships with colleagues, legislators, staff, and interest groups
- Ability to work both independently and as part of a team
- Excellent organizational skills and ability to maintain strict attention to detail
- Ability to use basic computer applications, including Microsoft Outlook, Word, and Excel
- Excellent written and verbal communication skills
- Ability to work outside of normal work schedule, as deemed necessary
- Ability to prioritize multiple tasks in a fast-paced environment and meet deadlines that may be rigid or subject to change on short notice
- Ability to use diplomacy, discretion and good judgment when disseminating information
- Knowledge of the legislative process and of the structure and policies of state government preferred but not required

This job description is not intended as a comprehensive list of all of the duties required of this position. Additional duties may be assigned from time to time, and the listed duties are subject to change at any time, with or without notice.

All offers of employment at the Michigan Senate are contingent upon clear results of a criminal history background check. Background checks will be conducted after a tentative offer of employment has been made and accepted.

STATUS: Salaried, with a standard benefits package

SALARY: \$65,000 - \$80,000, negotiation possible based on experience

GOVERNING CAUCUS: Democrat

This is a non-civil service, at-will position. This position is open until filled.

Interested applicants, please direct inquiries, cover letters, and resumes to:

Michigan Senate

PO Box 30036

Lansing, MI 48909

Email: SenWBrinks@senate.michigan.gov

The Michigan Senate considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, height, weight, disability, marital status, sexual orientation, gender identity or expression, or any other legally protected status. If you are a person with a qualified disability, you may request any needed reasonable accommodation to participate in the application, testing, and/or interview process by contacting the Senate ADA Coordinator at 517-373-1675.