



## COMMUNICATIONS

### DIGITAL STRATEGIST (Manager) - REMOTE

EMC Communications is hiring a Digital Strategist to help lead our digital strategy and implementation of strategic communications campaigns for our clients advancing the social good. This position is full-time, exempt, and permanently remote. You will report to a Director. Your key responsibilities include, but are not limited to:

- Leading digital strategy development and execution
- Planning and executing organic social media content and strategy
- Developing social media advocacy toolkits
- Analyzing digital metrics and campaign performance
- Managing graphic and video production
- Scoping and managing paid advertising vendors
- Supporting integrated communications campaigns
- Contributing to building an influencer marketing program

EMC Communications is a woman-owned strategic communications firm elevating thought leaders, advocates and businesses driving social change. We offer integrated public relations, messaging and digital media campaigns focusing on political advocacy and issues advancing the social good, especially gender, racial, economic, and social justice.

#### Qualifications

- At least 4 years experience with digital organizing, strategy, and managing social media
- Excellent messaging strategy, tight copywriting skills
- Professionalism, discretion, ability to make tough calls
- Professional experience using multiple social media platforms (including, but not limited to LinkedIn, Instagram, WhatsApp, Facebook, X, TikTok, and Bluesky) and managing multiple, simultaneous accounts/voices
- Proficiency using analytics tools to drive and explain data-informed decisions
- Familiarity with social media advertising
- Experience with issue-based campaigning and digital organizing strategy
- Strong writing and copy-editing skills, especially for action emails and social media messaging
- Proficiency with Canva, developing graphics and simple videos
- Experience managing vendors and contractors

- Experience interacting with and advising clients
- Excellent project management and interpersonal communication skills
- Experience working in advocacy organizations a plus
- Agency experience a plus but not required

**Starting salary range for the Digital Strategist (Manager) is \$70,000-79,000**

- Healthcare: Generous medical, dental, and vision coverage.
- Paid Time Off: With paid time off, Employee Wellness Week, and federal holidays, EMC employees have 34 paid days off per year.
- Retirement: Employer-sponsored retirement plan, with an employer match of up to 3% of salary.
- Life Insurance: Coverage up to 2x salary at no cost to employees.
- Equipment: MacBook Air provided. \$100 monthly cell phone and Internet stipend.

**EMC Communications is an equal opportunity, fair-chance employer.** We are building a workforce that reflects diversity at all levels of the organization and encourage applications from all qualified individuals without regard to race, ethnicity, religion, national origin, sexual orientation, gender identity and expression, age, veteran status, disability, record of arrest or conviction, or any other basis prohibited by applicable federal, state, or local law.

**TO APPLY**

**Please send your cover letter and resume to [careers@emccommunications.com](mailto:careers@emccommunications.com) with the subject line of EMC Digital Strategist + Your Name.**