



Deputy Communications Director, Digital

Reports to: Communications Director
Works with: CRP staff
Location: Sacramento
Job Status: Full time
Exempt

About the California Republican Party

The California Republican Party (CRP) is the official organization of the ballot qualified Republican Party, and exercises general direction over the statewide election campaigns for Republican nominees for state elective office. The CRP's members are the registered Republican voters in California.

Overview of Responsibilities

The Deputy Communications Director, Digital will report to the Communications Director and support initiatives to successfully implement an expanded social media marketing plan.

Essential Duties

- Coordinate the delivery of ad content across relevant social media platforms
- Manage paid social media content including ad buys and post boosts
- Monitor social media coverage and ad response
- Coordinate ad buys for other digital marketing platforms
- Work with the data department to create targeted lists for each ad set
- Manage any data output created by an ad buy
- Ensure any data captured is shared with all appropriate departments
- Manage the info@cagop.org email account
- Other duties as assigned

Preferred Capabilities

- Prior experience or core coursework in digital marketing or social media
- Experience with ad management on social media sites including Facebook and Twitter
- Strong oral and written communication skills, including quantitative analysis, spreadsheets, and databases
- Highly collaborative and perceptive, and shows prudent analysis in problem solving
- Ability to work independently and take direction; organizational skills to manage multiple projects, ability to work on tight and changing deadlines, and manage workload amongst various priorities and work projects
- Strong interpersonal skills, ability to report to various supervisors
- Detail-oriented
- Ability to maintain confidentiality of work
- Work is conducted in an office environment; job requires ability to work with office equipment, files, lift boxes and materials of up to 25 pounds