



Campaign Strategist, Center on Digital Influence

Starting Salary: \$80,000-85,000 per year

Location: Fully remote, with an office in DC

Expected Start Date: June 1, 2023

JOB DESCRIPTION

Drive Agency is looking for a Campaign Strategist to join our Center on Digital Influence, who will support in the creation and leadership of a team helping progressive organizations assess and respond to online mis/disinformation and other harmful content. The Campaign Strategist will work closely with the Director to oversee and conduct social listening research and translate those insights into actionable strategy for progressive groups.

The ideal candidate will have experience working on political campaigns, in campaign advocacy, or in community organizing, and will have a strong understanding of how traditional and social media impact politics and voters. The candidate will also have experience advising others using research or data, such as through social listening data or public opinion research. Strong communication skills - both writing and speaking - and experience managing others are needed for success in this position.

Direct experience with issues related to disinformation, extremism, or election interference is a plus, but candidates who demonstrate a strong interest in these topics are also encouraged to apply. Experience using social media or social listening tools in a professional setting is also helpful but not a requirement.

This person will spend the bulk of their time helping to manage a team of 2-3 others and oversee deliverables. They will also take on an external-facing role as a strategist and consultant themselves, including by conducting regular counter-disinformation training for progressive organizations, meeting with clients and working with the Director to guide responses to partners' needs and requests.

Language skills outside of English will be highly valued. Drive is committed to building a diverse team and encourages applicants of all race, religion, gender, gender identity or expression, sexual orientation, national origin, disability, age, or veteran status.

This position is project-based through the end of this year, with the strong potential of continuing through the November 2024 election.

RESPONSIBILITIES

- Translating social listening insights into clear memos, presentations, and strategic recommendations
- Helping organize and manage a team of 2-3 others, overseeing deliverables and workloads and helping delegate new requests
- Working with progressive organizations to help them assess new online threats and determining response strategies
- Conducting social listening research and overseeing others' research
- Occasionally presenting insights and trends, and offering trainings, to progressive organizations and audiences
- Staying attuned to current events and news related to US elections and politics
- Able to work after hours on occasion, when current events and client needs require, as is typical in political campaigns
- Provide other support for senior staff and clients on an as-needed basis

PREFERRED QUALIFICATIONS

- At least 5 years of experience in politics, advocacy and/or organizing
- Experience building and managing teams and/or projects
- Experience conducting research or using data to guide strategy
- Experience presenting insights or speaking to external audiences
- Deep understanding of the political and social media landscapes, trending topics and current events
- Ability to stay organized and juggle requests and tight deadlines
- Exceptional writing and editing skills, including the ability to proof-read and edit quickly under deadline
- Language skills outside of English are a plus
- Experience working with constituencies most harmed by online mis/disinformation, including communities of color, immigrant communities, and LGBTQ+ groups is a plus
- Commitment to work that encourages voting, civic participation, or political activism

ABOUT DRIVE AGENCY

Drive Agency is a vehicle for unlocking transformative social impact in the world. We believe in a world where everyone can leverage their own agency to manifest the change they want to see.

Whether that's buying a sustainable product or advocating on an issue that matters to them. We are a diverse team of inspired and committed strategists, campaigners and creatives who champion the

power of dynamic and disruptive approaches to manifest a sustainable future for all. Driven by impact, fueled by a fierce commitment to justice, and grounded in an unshakable belief that the power of everyday people can transform the world around us, we're up for the journey it takes to make BIG things happen.

Benefits

- Unlimited PTO
- 4-day work week
- Fully remote
- Reimbursement for dental/health/vision insurance

How to Apply

Interested candidates should send a resume and cover letter to kathryn.esteves@driveagency.com. This announcement will remain posted until the position is filled. Please note that only those individuals whose qualifications match the current needs of this position will be considered applicants and will receive responses from Drive Agency. Thank you for your interest.