



## Communications Director

### About Rank the Vote

Rank the Vote is a non-partisan organization dedicated to empowering activists to build grassroots movements for electoral reform. With over 30 partner organizations, we support campaigns advocating for **ranked choice voting, proportional representation, open primaries, and fair districts** at local, state, and federal levels.

### About the Role

We are looking for a strategic, creative, and mission-driven **Communications Director** to lead our digital communications and messaging work. As part of our national leadership team, you'll expand our reach and help grassroots leaders succeed. You'll be responsible for creating content marketing campaigns across digital platforms to drive user engagement, supporter list growth, and grassroots fundraising. If you're a passionate communicator ready to inspire change and help transform our democracy, we want to hear from you.

### Responsibilities

#### Messaging & Narrative Strategy

- Craft engaging narratives that highlight the impact of our work through storytelling.
- Develop mastery in campaign messaging and translate complex electoral reforms into clear, compelling narratives that mobilize supporters and build public understanding.
- Develop creative messaging strategies that are compelling, timely, emotionally resonant, and aligned with best practices.
- Support advocacy campaigns with messaging that inspires action and builds momentum.
- As directed, train advisors, staff, partners and activists on messaging, best digital practices, and repeatable messaging workflows.
- Work with the national team and stakeholders to develop a strategic communications plan that is aligned with Rank the Vote's movement strategy.

#### Digital Campaigns

- Design campaigns aimed at growing our supporters, activating volunteers, and donor retention.
- Manage segmentation, targeting, and testing strategies to improve performance.
- Track and analyze metrics to measure and improve organic and paid reach.
- Collaborate with allied organizations on joint digital campaigns and content.

## **Website & Digital Copywriting**

- Write and edit copy for blogs, websites, media campaigns, press releases, and printed materials.
- Maintain consistency in tone, voice, and messaging across all digital platforms.
- Keep the website and blog fresh with accurate and compelling content.

## **Social Media Strategy & Content Creation**

- Develop and publish high-impact content for websites, email, Facebook, Twitter, Instagram, Tik Tok, LinkedIn, and other social media channels.
- Manage and grow social media presence.
- Establish clear priorities and performance goals for digital communications, tracking engagement metrics to continuously improve strategy and audience impact across platforms.
- Monitor social media conversations and trends to inform content strategy and respond proactively to emerging issues or opportunities.
- Develop training materials and sessions for volunteers on effective social media practices, empowering them to amplify the organization's message.
- Interact with social media commenters and respond to direct messages.
- Manage advertising on social media and other channels as needed.
- Build/maintain a corps of influencers, allied organizations, and approved volunteers for partnerships and social media amplification.

## **Team Leadership**

- Manage a team of 3-5 remote PT communications contractors.
- Provide clear direction, feedback, and structure to support their success in meeting team goals.
- Collaborate closely with national staff and partner organizations to support shared goals.

## **Qualifications**

- Passion for electoral reform and a commitment to a healthier democracy.
- Experience with non-partisan messaging of electoral reforms.
- Excellent copywriting and editorial skills.
- Several years experience leading digital communications, including content strategy, social media, and email campaigns.
- Track record of successful campaigns with measurable outcomes.
- Experience managing others and/or overseeing contractors a plus.
- Ability to navigate complex political landscapes and effectively convey messages to diverse audiences.
- Mastery of major social media platforms, content marketing, digital advertising, email campaigns.
- Demonstrated, measurable results from past successful communications campaigns.
- High competency of GSuite, GDocs, and other web-based project management and collaboration platforms.

- Prior online list-building and fundraising experience.
- Strong attention to detail, openness to feedback, and commitment to continuous improvement.
- Adherence to an ethos of non-partisan public relations and messaging, including engagement with individuals from a broad spectrum of political views, and ability to show restraint on expressing personal partisan opinions.

### **Schedule**

- Full-Time (M-F); Rare evening and weekend hours required.
- Rank the Vote is a fully remote organization; must have reliable internet access.

### **Compensation & Benefits**

- **Salary Range:** \$80,000 – \$110,000, depending on experience.
- **Health Coverage:** \$625/month towards Medical, Dental, and Vision plans.
- **Paid Time Off (PTO):** 18 PTO days + 8 sick days annually.
- **Shutdown Periods:** All employees receive 12 PTO days during the weeks of Thanksgiving and Christmas, allowing you to spend time recharging.
- **Voluntary Benefits:** 401K and disability insurance available.

### **To Apply**

Submit your résumé, a brief cover letter, and 1–2 writing portfolio samples (e.g., emails, social posts, blog content, or campaign messaging) to: [jobs@rankthevote.us](mailto:jobs@rankthevote.us).

Applications will begin being reviewed on **July 28, 2025** and will be accepted on a rolling basis.

### **Our Commitment to Equity**

Rank the Vote values diverse experiences and perspectives and is committed to building a team that reflects the communities we serve. We encourage you to apply even if you don't meet every qualification. If you believe you are a good fit for this role, we look forward to hearing from you!

To learn more about us, visit <https://www.rankthevote.us>

- Rank the Vote provides equal employment opportunities (EEO) to all employees and applicants without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status, or military or veteran status in accordance with all applicable laws.
- We don't tolerate discrimination or harassment based on any of the above.
- We are committed to building a diverse leadership team.
- Members of historically underrepresented groups are strongly encouraged to apply.