

DIGITAL DIRECTOR JOB DESCRIPTION

About Us:

The Office of Governor Gavin Newsom is dedicated to advancing the priorities and initiatives of the State of California, guided by principles of equity, innovation, and progress.

Position Overview:

We are seeking a highly strategic and creative Digital Director to join our team and drive digital communication initiatives on behalf of Governor Gavin Newsom. The ideal candidate will have a proven track record of executing innovative digital media campaigns and should possess a deep understanding of social media dynamics, influencer engagement, and content creation across various platforms.

Responsibilities:

- Lead and manage a team of digital communications professionals, providing strategic direction, mentorship, and support to ensure the successful execution of digital initiatives.
- Provide expert guidance and support to executive leadership on digital communication strategies, leveraging emerging trends and technologies to advance key priorities and initiatives.
- Develop and implement comprehensive digital media campaigns, incorporating social media influencers and multiple digital channels to amplify key messages and engage diverse audiences.
- Create compelling and engaging social media content tailored for multiple platforms, ensuring consistency in tone, messaging, and branding.
- Experience in video production, editing, photography and graphic design to create visually stunning and impactful digital assets.
- Drive storytelling efforts on digital platforms, translating complex policy issues into accessible and engaging content for diverse audiences.
- Anticipate and adapt to emerging trends and shifts in the social media and communications landscape, identifying new opportunities for engagement and outreach.

Qualifications:

- Preferred: 8+ years of experience in digital communications, with a focus on managing staff and supporting executive leadership.
- Proven track record of successfully managing digital media campaigns and engaging with social media influencers.
- Exceptional writing skills with the ability to create compelling and concise content across multiple digital platforms.
- Ability to create compelling and engaging social media content tailored for multiple platforms, ensuring consistency in tone, messaging, and branding, including ability to shoot, and edit high-quality video content.
- Demonstrated ability to craft engaging narratives and storytelling on digital platforms and experience in translating complex policy issues for digital platforms.
- Creative thinker with the ability to anticipate and capitalize on emerging trends in the social media and communications landscape.
- Ability to work collaboratively in a fast-paced, deadline-driven environment.

- Flexibility to adapt to changing priorities, tight deadlines, and evolving project needs.
- Previous experience managing digital/social media at a high level is required.

Application Instructions:

To apply, please submit a resume, cover letter, and portfolio highlighting your relevant experience and accomplishments in digital communications. Additionally, please provide examples of successful digital media campaigns or projects you have led. Applications should be sent to erin.mellon@gov.ca.gov with the subject line "Digital Director Application - [Your Name]".

The Office of Governor Gavin Newsom is an equal opportunity employer committed to diversity, equity, and inclusion. We encourage individuals from all backgrounds to apply.