

# Director of Digital Communications

## Democratic Majority for Israel

Washington, D.C. (Hybrid)

Salary: \$100,000 - \$120,000

## BACKGROUND

### The Organization

We are proud Democrats who believe a vital component of the Democratic Party's vision and values has been the commitment to a strong U.S.-Israel relationship, rooted in shared values and common interests. Democratic Majority for Israel works to maintain and strengthen support for the U.S.-Israel alliance by providing resources to elected officials, candidates, and the public, while advocating for our progressive values as proud pro-Israel Democrats.

### The Position

Democratic Majority for Israel – the voice of pro-Israel Democrats – has an immediate opening for an experienced Director of Digital Communications. The Director of Digital Communications will be DMFI's digital-first responder, ensuring the organization has an immediate and impactful online voice in response to breaking news, political developments, and media narratives. The Director will oversee all aspects of DMFI's online presence to increase the visibility, response time, and impact of our advocacy work. This includes content development and management of social media accounts, websites, and the implementation of digital growth strategies.

The ideal candidate has a passion for and knowledge of the U.S.-Israel relationship, is an excellent writer for a variety of audiences, is fluent in digital media strategy, has savvy political instincts and thrives in fast-paced environments.

## KEY RESPONSIBILITIES

- Identify opportunities to accomplish communications goals by following news events, Capitol Hill developments, and monitoring breaking news throughout the day on a variety of sources, including online/print sources, social media, and cable news.
- **Digital growth:** Create an aggressive, long- and short-term digital communications strategy to increase visibility and engagement using digital, email, and social media tools with a focus on storytelling and video.
- **Oversee DMFI's online presence:** Manage DMFI's social media presence through regular posts, video, and graphics production on Facebook, X, YouTube, Threads, BlueSky, LinkedIn, and Instagram. Managing the social accounts will involve some evening and/or weekend work.
- **Content production:** Draft, edit and design social posts and oversee a social media calendar. Produce short-form compelling videos that advance DMFI's communications goals.
- **Website management:** Keep websites timely and updated. Serve as a thought partner on website strategy and content to increase user friendliness, drive DMFI's messaging and increase traffic.
- Produce DMFI's virtual discussions from conception through post-production.
- **Metrics reporting:** Create social media reports and apply that knowledge to broader strategy.

## QUALIFICATIONS

- At least 7 years of experience in digital communications, creative content or social media strategy within an issue advocacy organization, electoral campaign or media environment.
- Expertise in various communications disciplines, including digital media (organic and/or paid), messaging, and content development.
- Proven track record in rapid-response digital communications—able to pivot messaging within minutes of breaking news or political developments.
- Proficiency in Canva, as well as website management proficiency (Wordpress or Squarespace experience preferred).
- Proficiency with CRM tools such as NGPVAN.
- Strong editorial and political judgment, excellent attention to detail, and experience shaping narrative across video, visual, and written formats.
- Highly organized with the ability to juggle competing priorities, pivot quickly, and meet tight deadlines without sacrificing quality.
- Knowledge of the policy and political landscape and dynamics of the U.S.-Israel relationship, including knowledge of who the thought-leaders are.
- Availability for evening and weekend work to ensure timely responses as news breaks.
- Excellent writer.
- Entrepreneurial with a collaborative work style and a growth mindset.
- Solutions-oriented.
- Strong attention to detail.

## WORK ENVIRONMENT

- **Reports to:** Chief Communications Officer
- **Staff reporting to this position:** None
- **Location:** On-site in Washington, D.C., hybrid – 3 days in office

## COMPENSATION

### Salary

\$100,000 to \$120,000

DMFI offers generous employee benefits including: generous paid vacation days and religious holidays, 100% employer paid health plans, and 401(k) retirement plan with employer match.

## TIMELINE AND NEXT STEPS

All applicants will receive an email confirming receipt of their application.

We encourage candidates of all backgrounds to apply even if you do not meet all of the qualifications outlined above.

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[Submit an application](#)