



### **Digital Director, Indian American Impact**

Indian American Impact (“IMPACT”) is a national organization that elevates the voices of Indian Americans, South Asians, and all historically excluded communities to ensure that every level of government reflects the diversity and values of the people it serves. We envision an inclusive, multi-racial democracy where the Indian American, South Asian, and all historically excluded communities are represented, empowered, and engaged in the pursuit of equity and justice in America.

**While this list of responsibilities is not exhaustive, IMPACT seeks a Digital Director to:**

- Proactively create and execute strategies and tactics to grow IMPACT’s reach across the country through digital platforms
- Daily management of all online needs for the organizations, including overseeing IMPACT’s social media accounts, posts and visibility, web content, and other written work product
- In tandem with the Executive Director and across teams, work to meet communication goals and objectives within IMPACT’s strategic plan
- Work in tandem with IMPACT’s Development Team and digital fundraising consultants to oversee digital fundraising programs, both paid and organic
- Supervise IMPACT’s branding and collateral around IMPACT events, whether in-person or online
- Support IMPACT’s Board of Directors by creating and offering individualized means to engage their own personal networks through online outreach
- Work with fellow staff members and consultants on a wide array of projects as assigned by the Executive Director, bringing a team-player spirit to this role
- Assume additional responsibilities as assigned by the Executive Director

### **Ideal Qualifications:**

- 5-7 years of campaign, advocacy, government, and/or non-profit experience
- Excellent writing skills and attention to detail
- A record of producing high-quality content for social media or other platforms
- Familiarity with editing platforms for social media images, videos, audio, or other content
- Proven ability to grow an organization’s online footprint
- Demonstrated skill and passion for building political power in underrepresented communities
- Demonstrated longevity in the workplace within previous positions and organizations that reflect a desire and dedication to a strong work-ethic, performance and success
- Familiarity with federal and state campaigns and non-profit advocacy
- A desire to grow as a professional through this experience with a collaborative and positive attitude

**Salary & Benefits:** The Digital Director will be employed as a full-time position at IMPACT. At IMPACT, we believe that one of the best ways to invest in our mission is to invest in our team. We offer competitive salaries and a benefits package that includes full healthcare and dental coverage, 401(k) with employer



match, and three weeks paid time off plus national holidays. The Digital Director will be employed as a full-time position with a salary commensurate with experience with an expected range of \$85,000-\$102,000.

To apply, please complete the form at [www.iainpact.org/jobs](http://www.iainpact.org/jobs) and include a resume and cover letter. For questions about the position, please contact Linto Thomas at [linto@iainpact.org](mailto:linto@iainpact.org). We will review applications on a rolling basis until filled.

*IMPACT is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to gender, disability, race, age, national origin, color, creed, sexual orientation, sex (including marital and parental status), gender identity and expression, religion, economic status, ethnic identity, or veteran's status.*