



Tony Evers

Office of the Governor | State of Wisconsin

DIGITAL COMMUNICATIONS STRATEGIST

The Office of Governor Tony Evers is looking for an experienced digital communications strategist who is a creative self-starter and leader with a strong background in media, social media platforms, and storytelling. The digital communications strategist, with direction and collaboration from the communications director and deputy communications director, will work closely with the digital media manager to cultivate engaging and creative social content and help drive social media strategy.

As a member of the governor's communications team, the digital communications strategist will work with other communications staff as well as other internal and external partners to build digital communication campaigns and content while using research and a deep understanding of the administration's priorities, values, and voice. A successful candidate will bring a highly creative, organized, and strategic mindset to the role.

Responsibilities:

- Spearhead, strategize, plan, schedule, and execute digital communications, including social media content, graphic design, and website management.
- Develop and maintain a content editorial calendar to manage content and plan specific, timely digital campaigns that communicate the governor's and the Evers Administration's values and drive engagement across all platforms.
- Monitor reach and effectiveness of communication strategies and campaigns by regularly tracking and reporting on social media performance to optimize performance going forward.
- Support digital communication requests and needs from both internal and external partners.
- Assist in managing the governor's social media accounts, including Twitter and Facebook.
- Ideate fresh, creative digital content, manage short and long-term projects, and execute ideas with a high-level of professionalism and timeliness.
- Utilize software, such as Adobe Creative Suite, to design original graphics and edit photos and videos for use on different platforms.
- Drafting and preparing scripts and talking points for video messages and events.
- Ensure the digital initiatives advance and communicate the governor's vision for the state of Wisconsin.

Qualifications:

- Higher education degree in communications, journalism, public relations, marketing, or another closely related field, or equivalent combination of education and experience.
- Creative self-starter and leader with strong digital background and experience who can lead digital discussions at both the practical and strategic levels.

- Experience creating social media plans and content calendars and tailoring voice, tone, and visuals by creating appropriate, authentic, and engaging content to connect with a diverse audience.
- Excellent writing, proofreading, and oral communication skills with strong attention to detail and accuracy.
- Demonstrates interpersonal communication skills and the ability to work collaboratively in a team setting to solve problems.
- Highly organized and self-motivated to manage workflow and deadlines independently.
- Experience in preferred software tools, including Adobe Creative Suite, Microsoft Office Suite, and Google Workspace.
- Strong interest in news and politics and ability to work quickly in a fast-paced, rapidly changing environment.
- Motivated by public service and committed to serving the people of Wisconsin.

Compensation

- Salary range \$50,000 to \$70,000 annually, commensurate with experience
- Generous benefits package

The Office of Governor Tony Evers is an equal opportunity employer and strives to recruit and retain high quality staff who are committed to the Administration's pursuit of a diverse, equitable, and inclusive workplace that reflects the Wisconsinites it serves.

How to Apply

- Email cover letter, resume, writing sample, and 2-3 examples of original design and/or digital editing work to Cara Henney, Deputy Communications Director, at Cara.Henney1@wisconsin.gov.