



# Tony Evers

Office of the Governor | State of Wisconsin

## Digital Director

Governor Evers is looking for an experienced and creative digital strategist to lead his administration's online outreach. The Digital Director will be responsible for developing and executing all digital assets, including social media strategy and content, email communications, and website management.

As part of the Governor's communications team, the Digital Director will work with other members of the communications department to ensure Governor Evers' digital program advances and communicates his vision to the people of Wisconsin. They will lead the digital team that will drive the Governor's message across cabinet agencies, the legislature, and other partners on behalf of the people of Wisconsin.

### Responsibilities:

- Build and foster a community of engaged online supporters across digital platforms and networks
- Lead strategic digital planning to advance Governor Evers' agenda
- Collaborate across state agencies, the legislature, other elected officials, and partners to drive online engagement with the administration
- Set clear, measurable goals for messaging, organizing, and acquisition and structure a program that fosters both online and offline action
- Ensure effective and efficient digital communication to the people of Wisconsin for government services and emergency response
- Oversee content generation for all online platforms

### Qualifications:

- Creative leader with strong background and experience who can lead digital discussions at both the strategic and tactical levels
- Highly collaborative and able to work alongside a team to develop and implement new initiatives
- Experienced manager who can motivate their team and set them up for success
- Excellent writing skills with experience writing email and social media copy
- Experience with graphic design and video production
- Experience with organic list building and email acquisition
- Experience with paid social content promotion and targeting, as well as digital analytics and reporting
- Excels in a fast-paced environment
- Motivated by public service and committed to serving the people of Wisconsin

### Compensation

- Salary range \$50,000 to \$65,000 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 increasing the diversity of the organization.

### How to Apply

- Send a cover letter and resume to Deputy Chief of Staff Melissa Baldauff, at [melissa.baldauff@wisconsin.gov](mailto:melissa.baldauff@wisconsin.gov)