



# Tony Evers

Office of the Governor | State of Wisconsin

## Digital Director

The Office of Governor Tony Evers is looking for an experienced and creative digital strategist to lead the administration's online outreach. The Digital Director, with direction and oversight from the Communications Director, is responsible for driving social media strategy and owning the vision of the overall digital content. As a member of the Governor's communications team, the Digital Director will work with other communications staff to ensure the digital initiatives advance and communicate the Governor's vision for the people of Wisconsin. The Digital Director will also drive the Governor's message across cabinet agencies, the legislature, and other partners on behalf of the people of Wisconsin. The successful candidate will bring a highly creative, organized and strategic mindset to the role.

### Responsibilities:

- Oversee all digital operations for Wisconsin Governor Tony Evers
- Spearhead, strategize, plan, schedule and execute digital communications including social media content, email communications and website management
- Implement a content editorial calendar to manage content and plan specific, timely digital campaigns that communicate the administration's values and drives engagement across all platforms
- Lead strategic digital planning that fosters both online and offline action
- Develop detailed social media plans, including channel strategy, target audience, reach and frequency goals
- Cultivate engaging, transparent and effective dialogue with the people of Wisconsin
- Conceive and deliver robust, innovative social media campaigns
- Ensure effective and efficient digital communication to the people of Wisconsin for government services and emergency response
- Build and foster a community of engaged online supporters across digital platforms and networks
- Research and integrate social media trends to maintain relevance of social brand
- Analyze social audience metrics and make recommendations to boost visibility and engagement
- Lead data analytics and provide dashboards for KPI monitoring and reporting
- Monitor SEO and user engagement and suggest content optimization
- Analyze and evaluate workflows and recommend operational enhancements to improve efficiency
- Keep up to date with evolving media and technology trends, explore new and effective products or enhancements
- Enhance and implement processes for collaborating across state agencies, the legislature, other elected officials, and partners to drive online engagement with the administration

### Qualifications:

- Higher education degree in communications, journalism or 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 strategic and tactical levels
- Expert knowledge of social media publishing tools, reports and metrics
- Excellent written communication skills – social copy is a key function of this role
- Highly organized and technologically savvy
- Ability to deliver quality work on tight deadlines
- Deep knowledge of the social and digital landscape
- Highly collaborative with ability to work alongside a team to develop and implement new initiatives

- Experienced manager who can motivate their team and set them up for success
- Experience with photography, graphic design and video production
- Experience with organic list building and email acquisition
- Experience with paid social content promotion and targeting
- Excel in a fast-paced environment
- Motivated by public service and committed to serving the people of Wisconsin
- Strong interest in news and politics

**Compensation**

- Salary range \$60,000 to \$80,000 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**

- Email cover letter and resume to Sarah Hoye, Deputy Chief of Staff: [sarah.hoye1@wisconsin.gov](mailto:sarah.hoye1@wisconsin.gov)