



## Digital Director

### Summary

Position Level: Director, Non-Management Position, with Potential for Future Management Opportunities

Job Type: Full-Time

Reports To: Communications Director

Location: Hybrid (office in Washington, DC) or remote

Salary: \$100,000 to \$120,000, commensurate with experience

Benefits Include: Unlimited PTO, flexible work schedule, 100% employer coverage of medical, dental, and vision insurance for employee and up to 2 dependents, 403(b) employer contribution

### About This Opportunity

We are seeking a **Digital Director** to lead and implement our digital communications strategy and initiatives, advance AAPD's mission by leveraging digital platforms to meaningfully engage our audience and partners, amplify our advocacy efforts, and increase awareness of disability issues and culture.

The Digital Director will collaborate closely with the Communications Director, Content Producer, and entire AAPD team to generate accessible, engaging, and timely digital communications. The Digital Director will be responsible for digital editorial curation and oversight, digital asset production, audience engagement, and special initiatives.

We are seeking a highly motivated self-starter with a minimum of 5 years of digital communications and social media experience, who is comfortable creating assets for a wide variety of digital platforms, would describe themselves as "very online" and is passionate about disability rights, fostering meaningful audience connections, and accessible community-driven digital communications strategies. Ideally the Digital Director would be able to work from AAPD's Washington, DC office a few times a month, and attend in-person events.

## Responsibilities

- Collaborate with the Communications Team to develop and implement a comprehensive digital and content strategy for AAPD's social media, website, email program, video production, and photo campaigns
- Develop and execute digital strategies and content that align with our mission, objectives, and audiences, while setting a high standard for digital accessibility that meets the needs of our diverse audience as a national cross-disability organization
- Bring creativity and knowledge to set a high standard for digital accessibility that meets the needs of our diverse audience as a national cross-disability organization, adhering to best practices and guidelines to ensure that content is usable and accessible for all individuals with disabilities.
- Prioritize accessibility in all content materials, adhering to best practices and guidelines to ensure that content is usable and accessible for all individuals with disabilities
- Collaborate with the Content Producer and contract designers, artists, and other media makers to plan, create, and distribute compelling content, including videos, graphics, and infographics across each of AAPD's digital channels and social media accounts (currently Facebook, LinkedIn, Instagram, and X) to develop compelling multimedia content,
- Reach and grow our audiences across social media, email, and digital advertising including AAPD's video vertical across TikTok, Reels, and YouTube
- Monitor trends, engagement, and conversations happening in the disability community's digital spaces, using that information to inform our strategies
- Oversee the management and maintenance of AAPD's website, ensuring content accuracy, relevance, and accessibility
- Obtain photographic and video content of AAPD staff, programs, and the broader disability community at in-person events in Washington, DC
- Oversee digital ad campaigns to support AAPD's advocacy aims and expand our reach
- In collaboration with the Communications Director, manage and be responsible for the digital voice and visual identity of AAPD
- Build strong relationships across AAPD and the disability civil rights field broadly to ensure accurate and timely content creation that advances advocacy and programmatic goals
- Manage and create plans for digital rapid response, with an ability to seamlessly pivot to manage rapid response on a regular basis, without compromising the quality or flow of evergreen and programmatic content

- Monitor and analyze content performance using relevant metrics and tools, adjusting content strategies using data-based insights to enhance audience engagement, increase followership, and drive meaningful interactions
- Stay informed about emerging digital trends, tools, and technologies, and recommend innovative approaches to enhance AAPD's digital presence
- Cultivate relationships with external partners, influencers, digital strategists, vendors, and others to expand AAPD's digital reach and influence
- Stay up-to-date on best practices in creating accessible and inclusive media and content as well as evolving trends in the disability community
- Occasionally collaborate on written and traditional communications content as an editor

### **Job Requirements**

- 5+ years of experience in digital communications, marketing, or a related role.
- Strong understanding of digital marketing principles, including SEO, SEM, email marketing, and social media, including relevant knowledge of the rapidly expanding video landscape
- Experience creating and editing graphics, videos, photos, and other digital assets as well as overseeing and editing digital assets created by other internal and external stakeholders
- Proficiency in website editing tools (you do not need to know a coding language), content management systems, email marketing platforms, and social media management tools
- Experience using Canva, Adobe Creative Cloud, Davinci Resolve, and/or Final Cut Pro
- Experience developing and executing successful digital campaigns across multiple channels
- Experience interpreting audience data to make data-driven decisions
- Demonstrated ability to work collaboratively in a team environment, managing multiple projects simultaneously and meeting deadlines
- Strong editing skills and the ability to maintain meticulous attention to detail in visual communications as well as written
- Knowledge of accessibility standards and best practices for accessible digital content, including WCAG

### **Preferred Qualifications**

- Disability Rights or Disability Justice work and/or personal experience

- Proficiency in ASL, Spanish, or both
- Experience creating content that utilizes accessibility-focused practices beyond alt-text (including but not limited to captions, audio descriptions, ASL interpretation, and Plain Language use)
- Experience working within the nonprofit sector, advocacy organizations, or social impact work

## **How to Apply**

We are accepting applications until Monday, June 24, 2024 at 11:59pm ET. This application and interview process will occur on a rolling basis, which means priority will be given to applicants who apply by Friday, June 14, 2024 at 11:59pm ET.

Please apply by filling out this application form (hyperlinked here), including uploading a resume and at least one sample showcasing your writing, social media creation, and/or multimedia skills. If you have any questions or difficulty completing the form please email [sisenberg@aapd.com](mailto:sisenberg@aapd.com) with the subject "Digital Director."

## **About AAPD**

The American Association of People with Disabilities (AAPD) works to increase the political and economic power of people with disabilities. As a national disability-led and cross-disability rights organization, AAPD advocates for full civil rights for over 60 million Americans with disabilities. We do this by promoting equal opportunity, economic power, independent living, and political participation through our programs and advocacy.

AAPD is an equal opportunity employer. Our office collaborates across initiatives to actively uplift and center the diversity of the disability community in our work. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, or status as a qualified individual with a disability. Applicants with disabilities are especially encouraged to apply.

AAPD has an office headquartered in Washington, DC, but also has flexible workplace and remote work policies. AAPD follows strong COVID-19 Prevention Policies in our DC office and whenever our staff are in-person.

We are looking to hire staff who embody our mission and are invested in building the disability rights movement. In addition to a salary range of \$100,000 – \$120,000 for this role, we offer a competitive benefits package including:

- Unlimited PTO
- Flexible work schedule
- 403(b) with employer match
- 100% employer coverage of Health, Dental, and Vision Insurance for each employee and up to 2 dependents
- Access to an Employee Assistance Program (EAP)
- Professional Development opportunities