

Amy Klobuchar

FOR GOVERNOR

Director of Social and Organic Media

Location: Minneapolis, MN

Type: Full-time, Cycle position through November, 2026

Department; Reports to: Communications; Campaign Manager

Compensation: Starting at \$10,000/mo

Overview: Minnesotans for Klobuchar is hiring a full time Director for Organic Media who will manage the candidate's organic (non-paid) social media operation. This is a fast-moving always-on execution role. You will be working directly with the candidate, drafting materials based on digital analytics and campaign goals and managing execution of organic media to ensure message discipline in real time. You will bring the candidate's voice to life every day across political and cultural content by working closely with the entire communications team (press, rapid response, and video creative) so we show up early, often and on message.

This is a mid-level to senior execution role for someone with strong political instincts, sharp judgment, and experience operating in political and policy environments. The ideal candidate is an exceptional writer who works fast, is creative, takes input and feedback well, and is excited to join us in Minneapolis for a fast-paced campaign built to win.

Responsibilities

- Execute and refine the candidate's organic media strategy and daily execution across platforms (Instagram, Facebook, TikTok, YouTube, X and Threads) including the posting of social content
- Manage daily social approvals to ensure content is accurate and reflects the candidate's vision
- Intake data and analyze best practices in order to optimize content; track performance metrics and use insights to refine organic strategy and identify opportunities for improvement
- Assist in drafting statements, reactive quotes, social content, and guidance in response to breaking news
- Help build and manage a trusted cohort of online supporters that can be mobilized at any moment including: talkers and influential voices, volunteers and aligned digital accounts
- Swiftly identify moments that warrant coordinated amplification; assist with rapid response operations, including monitoring breaking news and online discourse
- Draft, edit, and approve copy to ensure message discipline
- Monitor opponent statements, media coverage, and political developments
- Coordinate closely within the entire Communications team to align messaging and timing
- Work directly with the Creative Director/Director of Strategy on partnership opportunities, digital video production, and to ensure rapid response moments are clip-ready and amplification-ready

- Supervise and support junior digital staff and vendors as needed
- Support live posting during events, debates, and breaking news moments

Qualifications

- Prior experience in a digital role on a campaign or in crisis communications
- Exceptional writing talent, including the ability to work quickly and incorporate feedback easily
- Ability to manage multiple priorities and make quick, sound decisions
- Attention to detail is a must
- Experience managing social teams or vendors preferred,
- Experience on a statewide or federal campaign preferred
- Experience leading rapid response in high-pressure environments preferred
- Experience with clipping services, media monitoring platforms preferred
- Familiarity with campaign compliance considerations for digital content a plus

What Success Looks Like

- The campaign’s organic content is fast, consistent, and strategic
- Social channels reflect the candidate’s voice and campaign priorities
- Internal teams trust the organic operation to run smoothly and independently

Desired Attributes:

- Strong political judgment
- Commitment to the mission and values of the campaign – to bring people together and improve the lives of Minnesotans
- Ability to work evenings and weekends as required by always-on media and campaign schedules
- An eagerness to learn more about communities in Minnesota
- Based in Minnesota or willing to relocate for the duration of the campaign

Benefits: Employees are paid on the 15th and last day of each month and receive a competitive benefits package including health care.

To Apply: Interested candidates should apply by emailing their resume and the following materials to hiring@amyklobuchar.com, with the Subject Line “Organic Deputy CD”

- Your Resume
- A brief note outlining your experience and interest in the campaign
- Examples of written and digital communications work you’ve led along with relevant links and/or writing samples

Applicants will be reviewed on a rolling basis until filled. We are committed to making our hiring process accessible. If you need assistance or an accommodation to apply, please email hiring@amyklobuchar.com