



Deputy Communications Director for Digital Strategy

Location: Minneapolis, MN

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

Department; Reports to: Communications; Campaign Manager

Compensation: Starting at \$9,000/mo

Overview: Minnesotans for Klobuchar is hiring a full time Director for Digital Strategy who will develop and own our organic digital operation end-to-end. This role sits at the intersection of strategy, creative, and execution – helping set the vision and building the systems and partnerships to make sure our message and content breaks through in a fractured media environment. This is a hands-on leadership role. You will help shape the strategy and be comfortable getting in the weeds when it matters – especially around video, visuals, event production and campaign moments. You will oversee a videographer and work closely with the entire communications team, especially the Director for Organic Media, who is responsible for executing social content directly from the candidate, to provide impactful creative and partnerships opportunities.

This is a mid-level to senior strategy and partnerships role for someone with strong political instincts, established relationships with non-traditional media platforms, and experience operating inside political environments. The ideal candidate has familiarity with digital video production as well as digital partnership and engagement work, is creative, highly organized, cares about politics as a means to improve people's lives, and is excited to join us in Minneapolis for a fast-paced campaign built to win.

Responsibilities

- Oversee and personally execute organic video production from concept to deployment, including rapid-turn edits, vertical-first content, and work with the consultant team on ad-ready creative
- Work with senior leadership to set and execute the campaign's digital narrative strategy across social, video, and emerging platforms – both for the principal and with surrogates
- Build distribution strategies that push content beyond our own channels by crafting relationships with partners to collaborate on content and nurture a surrogate community
- Build and manage a disciplined clipping operation across cable, podcasts, local news and livestreams
- Lead an on the ground video team to capture content for use across channels and mediums
- Maintain a living content library of b-roll, testimonials, issue footage, and cultural references to deploy quickly
- Lead creative development for organic content, rapid response, and campaign moments; work closely with the paid media team to capture compelling content for the campaign's paid strategy.
- Build storytelling arcs that ladder up from organic content to paid media

- Identify viral inflection points and convert them into compelling, shareable content
- Manage and mentor digital, creative, and social staff; including a summer fellow program
- Partner closely with other departments and leadership to align messaging
- Establish clear workflows, approval processes, and creative guardrails
- Use performance data to iterate, sharpen, and improve results

Qualifications

- Senior experience running digital and/or creative for a political campaign, elected official, or high-profile advocacy organization
- Strong creative instincts and operational discipline with the ability to easily incorporate feedback
- Comfort editing video, giving precise creative direction, or both
- Experience shooting or directing photo/video in fast-paced environments
- Deep understanding of the current political and media landscape
- Experience with clipping services/tools, and media/content monitoring platforms
- Proven ability to manage teams, vendors, and budgets
- Comfort making fast decisions in high-pressure news cycles
- Excellent taste — you know what works, what doesn't, and why
- Ability to zoom out strategically and zoom in tactically when needed
- Comfortable engaging with a wide range of supporters and community leaders across a range of backgrounds, including non-political spaces. Able to meet people where they are.
- Experience on a statewide or federal campaign preferred

What Success Looks Like

- The campaign's organic content has wide reach and is consistent and strategic
- Partnerships and creative video shape the narrative of the campaign
- Video products expand the impact of the candidate's voice and reach of supporters
- Internal teams trust the organic operation to run smoothly and independently

Desired Attributes:

- Strong political judgment
- Team player who takes direction well and is eager to learn from other perspectives
- 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 hire@amyklobuchar.com, with the Subject Line "Digital Strategy"

- Your Resume
- A brief note about your background and interest in the campaign
- 3-5 examples of digital or creative work you've led, along with relevant metrics, wins, or campaigns you're proud of

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 hire@amyklobuchar.com