



Digital Content Manager

The Carolina Federation seeks a values-aligned, full-time Digital Content Manager to start by April 16th. We're looking for a creative, experienced story-teller who is eager to develop and grow communications infrastructure that builds the power of our membership, helps win campaigns, broadens our reach, and shifts the way people think and talk about a multi-racial, cross-class political movement in North Carolina.

About the Carolina Federation

[The Carolina Federation](#) is a statewide organization that brings people together across race and place to build a new political majority in North Carolina. Rooted in a culture of belonging, we are building a movement strong enough to win elections and wield governing power in our state. Our work combines the best of Southern freedom traditions: deep base-building, transformative cultural work, power-building issue campaigns, and large-scale voter organizing. We operate through affiliated 501(c)3, 501(c)4, and PAC entities.

In just five years, our chapter-based membership organization has grown to become one of the largest voter engagement operations in North Carolina. In addition to our voter engagement work, we are equally proud to be known for the depth of our leadership development, democratic endorsement processes, and the governance of our organization by elected member leaders.

Carolina Federation Values

- Commitment to Building Power: through elections, issue campaigns, base-building and organizing, centered around the leadership of working-class people and people of color.
- Commitment to Justice: to racial, economic, gender, and environmental justice and to lifting up the leadership and dignity of working-class people and people of color
- Commitment to Interdependence: to bringing our best, relying on the strengths of others, the knowledge that we are responsible for each other's well-being
- Commitment to Integrity: to drawing from deep values and beliefs with a track record of honesty and courage, with a felt sense of inspiration and alignment with our [DNA principles](#)
- Resilient, Ambitious, Relentless: to leaning on professional and personal support systems and internal resources to sustain yourself in challenging times; believing that you and others are capable of greatness and that victory is possible for our people; getting creative and experimental when things get difficult

About the Role

As a key member of our Communications team, the Digital Content Manager will be the engine behind our digital storytelling. The person in this full-time position will be responsible for developing and executing a digital content strategy that educates, engages, and inspires our audience to take meaningful action—whether it's contacting their representative, signing a petition, attending an event, or casting their vote. The Digital Content Manager will lead digital and multimedia content creation, manage the organization's social platforms and digital communications, and support cross-team communications initiatives. This is a hybrid role, offering the flexibility of remote work with in-person collaboration for key meetings and strategy sessions. This position reports directly to our Communications Director.

Responsibilities

Digital Media & Content Creation

- Engage new and existing audiences with high-quality digital media that aligns with organizational campaigns and programs.
- Build and strengthen relationships with influencers, advocates, and other coalition partners active on social media.
- Content Strategy and Creation: Develop and manage a dynamic content calendar aligned with our advocacy and electoral campaigns. Write clear and persuasive copy with strong calls-to-action that convert followers into activists and/or donors.
- Social Media Management: Craft compelling, platform-specific content (e.g., graphics, short and long format videos, livestreams, etc) for Instagram, Twitter/X, Facebook, and TikTok that drives traffic and engagement. Identify new channels to expand the organization's social media presence and stay up to date and relevant with emerging trends.
- Rapid Response: Monitor the political landscape and create timely content that responds to breaking news and legislative developments in North Carolina.
- Message Stewardship: Ensure all content is on-message and upholds our organizational values.
- Performance Analysis: Track, analyze, and report on content performance metrics to continuously refine and improve our strategy.

Organizational Collaboration

- Collaborate on organizational communications messaging, including general strategy, brainstorming, design, copywriting, and editing.
- Assist Communications Director, Deputy Communications Director, and member-led Chapter Comms teams with digital campaigns, creation and publication of emails, online actions, digital resources and graphics, website content creation and updates, as needed.
- Collaborate with Federation members to create content that will uplift their stories of leadership and personal experience with issues related to our work.
- Collaborate with programmatic teams and offer support around promoting organizational programs, campaigns, and events through our digital platforms.
- Align and coordinate social media strategy with the fundraising department to create donor-facing communications that are compelling, effective, and legally compliant.

Qualifications

- 2-4 years of professional experience managing a brand, either personal or professional, on social media, content creation, social media management, or digital communications, preferably in politics, advocacy, or the non-profit sector.
- A proven track record of growing an online audience and driving measurable engagement and action.
- Proficient with social media platforms and management tools (e.g., Canva, Adobe Creative Suite, Buffer/Hootsuite).
- Experience using content management systems like WordPress; familiarity with Every Action preferred.
- Strong writing and editing skills, video production skills, and overall written and verbal communication skills.
- Self-starter with the ability to work in a fast-paced environment with tight deadlines.
- Deep commitment to participatory democracy and racial, social, and economic justice.

Additional Preferred Skills and Experience

- Deep familiarity with the North Carolina political landscape (strongly preferred).
- Personal or professional experience living in the South, engaging in multi-racial organizing and/or organizing in the South.
- Experience developing, running, or providing significant support for strategic issue campaigns.
- Knowledge and understanding of local and statewide politics in North Carolina and key issues important to working class people across race [ex: housing, public education, healthcare, decriminalization, climate justice, etc.].
- Experience with EveryAction, CRM, and scheduling software.

Compensation and Benefits

This is a permanent, full-time, exempt position. The beginning salary range is \$66,880 to \$76,000 annualized, with opportunity for an increase up to \$80,560 after the first 90 days of employment, depending on performance. Benefits include:

- Platinum-level employer-paid health insurance premiums (medical, dental, and vision) for you and your dependent children. A *legal spouse can be added if you pay for their premium costs out of pocket.*
- \$50,000 life insurance policy; short- and long-term disability insurance coverage
- Childcare expense reimbursements for staff with dependents age 13 or under: up to \$350/month for one dependent and \$500/month for two or more.
- Retirement benefits after 6 months of employment: 3% guaranteed employer contribution
- Generous holidays and a flexible paid time off policy, including the last week of the year
- 12 weeks paid parental leave after one year of employment
- \$1,000 budget for a new laptop
- \$700 budget for home office upfit

Location and Travel

This position must be based in North Carolina. We may be able to offer a modest stipend to cover relocation expenses. Our staff work in a hybrid manner, a combination of remote work, in-office work, and monthly in-person staff meetings and member events.

To Apply

Email the following materials to comms@carolinafederation.org. For the subject line, please put "Digital Content Manager" followed by your first and last name in parentheses ().

Send us:

- A brief cover letter explaining what sparks your interest in the Digital Content Manager position at the Carolina Federation and why you would be a good fit for this role at this time.
- A resume that shows your experience relevant to the responsibilities and required qualifications for the position.
- A portfolio of your work.
- Three references who can speak to a combination of your values and previous work experience.

Timeline: We will take applications for this position on a rolling basis and prioritize applications submitted by January 30, 2026. We will conduct a multi-stage interview process with the goal of hiring for this role by April 16, 2026.

The Carolina Federation is an equal opportunity employer. We welcome applications from all, and strongly encourage women, people of color, immigrants, and members of the LGBTQ community to apply. We emphasize skill and culture fit and do not require formal education. We encourage you to submit your application if this job excites you!