



Director of Digital & Communications

Citizens Union & Citizens Union Foundation

New York, NY (Hybrid)

About Citizens Union

For more than a century, Citizens Union has been at the forefront of reform in New York City. We are a nonpartisan, independent good-government organization dedicated to promoting ethical leadership, accountable government, fair elections, and a civically engaged public.

As we expand our policy work and public engagement efforts, we are investing in communications leadership to grow our audience, amplify our impact, and strengthen our voice at a pivotal moment for democracy in New York.

Position Overview

Citizens Union seeks a creative, strategic, and hands-on Director of Digital & Communications to lead the organization's public voice across digital platforms.

This is a key leadership role responsible for translating policy research, public statements, and civic initiatives into compelling content that drives engagement and expands our reach. The person in this role will shape how Citizens Union shows up online — from press releases and newsletters to social media, video, and podcast content.

We are looking for someone who can both think strategically and execute independently. This role requires strong writing skills, fluency in social media platforms, and demonstrated ability to shoot and edit video content. Podcast editing and production experience — or a clear willingness and aptitude to learn — is essential.

Key Responsibilities

Digital Strategy & Growth

- Develop and execute a cohesive digital communications strategy
- Manage and grow Citizens Union's social media presence across platforms
- Track analytics and adjust strategy to increase engagement, visibility, and impact

Writing & Public Voice

- Draft press releases, public statements, website content, and media advisories
- Translate policy papers into accessible, engaging digital content
- Maintain a clear, credible, and consistent institutional voice

Newsletter & Email Leadership

- Own and manage Mailchimp and audience segmentation
- Lead production of the weekly Watchdog newsletter

- Oversee the monthly Reformer e-blast
- Expand and deepen our email audience

Video & Multimedia Production (Core Requirement)

- Independently shoot and edit short-form video for social media and digital campaigns
- Capture content at public events and civic convenings
- Produce simple graphics and visual assets to accompany policy releases
- Manage an outside video production company for a major civic engagement project

Podcast Production

- Support recording and editing of podcast episodes
- Prepare audio files for publication and distribution
- Develop promotional clips and digital assets for podcast content

Collaboration & Institutional Alignment

- Partner closely with the Executive Director, Policy Director and Chief of Staff on messaging and positioning
- Align communications strategy with fundraising, public events, and policy priorities

Qualifications

- 4–8+ years of experience in digital communications, journalism, public affairs, or mission-driven organizations
- Exceptional writing and editing skills — clarity and judgment are essential
- Demonstrated experience growing social media accounts and creating engaging digital content
- Hands-on experience shooting and editing video (candidates should be prepared to share work samples)
- Experience editing podcasts or audio content, or demonstrated aptitude to learn quickly
- Proficiency in video editing software (e.g. Final Cut, CapCut, or similar)
- Proficiency in Mailchimp or comparable email marketing platforms
- Strong organizational skills and ability to manage multiple deadlines
- Interest or experience in New York City policy and civic reform strongly preferred
- We are especially interested in candidates who can combine policy fluency with digital creativity — and who are excited to help shape the voice of a historic civic institution entering a new era of growth.

Compensation

Salary range: **\$75,000–\$95,000**, depending on experience and demonstrated skill level, particularly in digital production and multimedia content.

Citizens Union offers a comprehensive benefits package, including health insurance, paid time off, and retirement benefits. This is a full-time, hybrid position based in New York City.

Citizens Union is an equal opportunity employer and encourages applicants of all backgrounds and experiences to apply. All qualified applicants will be considered for employment without unlawful discrimination based on race, color, creed, national origin, sex, age, disability, marital status, sexual orientation, military status, prior record of arrest or conviction, citizenship status, current employment status, or caregiver status.

To Apply

Interested candidates should send a cover letter and résumé with the subject line, Director of Digital and Communications – [Full Name] to smccullough@citizensunionfoundation.org

Deadline to apply: March 23, 2026.