

Communications Manager

Utah Democratic Party (UDP)

Location: Salt Lake City, Utah, with hybrid flexibility

Type: Full-time, Union

Start Date: 10/20/25

Reports to: Executive Director

About the Role

The Utah Democratic Party seeks a Communications Manager to lead our public voice and grow our reach across Utah. This role drives social media, rapid response, press engagement, and message development. The ideal candidate is a proactive storyteller, fast on the draw, and highly organized, with experience managing press, building digital content, and supporting political leaders in fast-moving environments.

This role is central to strengthening the Democratic message in Utah and requires strong judgment, political awareness, and a commitment to progressive values.

What You Will Do

Strategic Planning & Messaging

- Develop and implement short and long term messaging strategies that advance the Democratic mission, vision, and strategic priorities in Utah.
- Identify proactive opportunities to elevate Democratic values, hold Republicans accountable, and spotlight policy outcomes.
- Maintain consistent messaging, tone, and brand identity across all platforms and communication channels.
- Coordinate with elected partners and party leaders to ensure alignment across the statewide coalition, including the Legislature, county parties, municipal officials, issue caucuses, and active campaigns. Lead a regular message sync, maintain a statewide message calendar, and distribute talking points and rapid response guidance.
- Provide strategic communications counsel to the Chair, Executive Director, and Executive Committee.
- Other duties as assigned.

Media Engagement

- Serve as the main press contact for the Utah Democratic Party.

- Draft and distribute press releases, op-eds, talking points, media advisories, and other external communications materials.
- Plan and execute press events, manage earned media opportunities, and prepare principals for interviews, speeches, and town halls.
- Maintain press lists and cultivate relationships with local and national journalists.
- Monitor and analyze media coverage, identifying opportunities to refine and amplify messaging.
- Monitor and analyze communications metrics across platforms (website, email, social media, etc.) to assess impact and improve engagement.
- Use data insights to inform future strategy and resource allocation.

Digital & Social Media

- Lead UDP's social media strategy and day-to-day management across Instagram, Threads, X, TikTok, Bluesky, Facebook, Discord, YouTube, and other platforms.
- Create engaging digital content, including graphics, videos, and live updates.
- Draft, edit, approve, and/or send email newsletters, text messages, fundraising appeals, and event invites.
- Create short-form video content end to end: ideate to UDP priorities, write scripts, storyboard, film, edit, and publish platform-specific cuts for social, email, and events.
- Maintain the UDP website to ensure timely, accurate, and compelling content.

Rapid Response & Legislative Coverage

- Monitor political news and legislative activity in Utah for rapid response opportunities.
- Prepare crisis communication plans and act as lead communicator and spokesperson as needed.
- Coordinate messaging across party leadership to ensure cohesion and timeliness.
- Develop talking points, responses, and digital content on short notice.

Vendor & Partner Management

- Build and manage relationships with external vendors, freelancers, and creative partners.
- Oversee fundraising vendor communications and deliverables end to end, maintaining an integrated view of calendars, approvals, and performance.
- Oversee contracts and workflows to scale production of digital content and video assets.
- Oversee external vendors for ad-ready polished videos: own briefs and messaging, manage timelines and production, review cuts for brand, accuracy, compliance, and specs, and deliver finalized multi-platform assets.
- Manage digital advertising vendors end to end: brief and launch paid campaigns across social and search, set audience targeting with voter and platform data, direct creative testing and placement for ROI, commission surveys and data storytelling, pilot new channels and partnerships, and deliver clear performance reports with recommendations to leadership.

- Collaborate with vendors to introduce innovative formats and tools into UDP's communications.

What You Bring

- 4+ years of experience in communications, political campaigns, advocacy, or related fields with at least 1 campaign cycle of experience in a dedicated communications role.
- Experience preparing candidates or principals for media interviews, debates, and other public engagements.
- Excellent written and verbal communication skills with the ability to craft sharp, persuasive content.
- Experience running social media and building digital engagement.
- Proven ability to adapt communication strategies for various platforms and audiences.
- A track record of successfully pitching stories to the media.
- Strong organizational and planning skills to manage multiple priorities in a fast-paced environment.
- Skill using AI tools for your work and ability to leverage AI effectively while ensuring quality.
- Familiarity with Utah's political landscape and issues.
- Strategic thinker with political instincts and an ability to respond effectively under pressure.
- Commitment to collaboration, professionalism, accountability and mission-driven communication.
- Graphic design and video editing skills.
- Discretion and ability to work independently.
- Willingness to travel throughout Utah (as needed).

Nice to Have

- Bachelor's degree in Communications, Marketing, Journalism, Public Relations, or related field.
- Experience with tools such as NGP VAN, ActBlue, Canva, WordPress, or ActionNetwork.
- Legislative or caucus communications experience.
- Spanish proficiency.

Schedule & Work Environment

- Full-time with some evenings and weekends required during peak periods.
- Hybrid work model with regular in-person collaboration at UDP headquarters.

Salary & Benefits

- The salary for this position is \$58,000-\$62,000 depending on experience
- Three weeks paid vacation plus sick leave, paid observed holidays
- Employer-paid health, dental, and vision insurance after 30 days
- 401k benefits with match after six months of employment
- Phone and computer stipend
- Professional development and training opportunities to support continuous growth and learning
- Additional IBEW Local 354 Union benefits

Why You Should Work at the Utah Democratic Party

- Join a mission-driven team working to build Democratic power in one of the most important battleground states in the Mountain West.
- Work directly with party leaders, elected officials, and grassroots activists to shape the public conversation in Utah.
- Be part of a collaborative, passionate staff that values creativity, initiative, and accountability.
- Hybrid flexibility with regular in-person collaboration at our Salt Lake City headquarters.
- A chance to make an immediate and meaningful impact on elections, policy, and communities across Utah.

How to Apply

Send your resume, a brief cover letter, and 2-3 work samples that demonstrate writing, press, or digital experience. Include links for social media work if available.

- Email: jobs@utdem.org
- Subject line: Application: Communications Manager

Applications will be reviewed on a rolling basis until the position is filled.

The Utah Democratic Party is committed to building and maintaining a diverse team. We believe our success depends on creating an inclusive workplace that reflects the communities we serve. We are proud to be an equal opportunity employer and prohibit discrimination in employment, promotion, compensation, benefits, or any other aspect of employment based on gender, disability, race, age, national origin, color, creed, sexual orientation, sex (including marital and parental status), gender identity or expression, religion, economic status, ethnic identity, veteran status, or any other category protected by law. The Utah Democratic Party is an Equal Opportunity Employer.