



DIGITAL MARKETING & DESIGN CONSULTANT (PART-TIME CONTRACT)

Reports to Communications & Civic Education Manager

ORGANIZATION OVERVIEW

The League of Women Voters of Houston has been working for over a century to empower voters and defend democracy. Every team member and volunteer adhere to our vision that “we believe in the power of every person to create a more perfect democracy and support the desire, the right, the knowledge, and the confidence for all to participate.”

SUMMARY JOB DESCRIPTION

LWVH is seeking an experienced, self-directed Digital Marketing & Design Consultant for a part-time contract engagement. This is not an entry-level role. We need a marketing professional who can own strategy and execution, someone who comes to the table with established expertise in social media marketing, visual design, and email campaigns and can run them from concept to completion with minimal direction.

This contract is an intersection of social media strategy, brand design, and email marketing, and is central to how LWVH shows up publicly during election cycles and beyond. You’ll work closely with our Communications & Civic Education Manager, leading day-to-day digital execution.

The right consultant is energized by meaningful, mission-driven work, brings both creative instincts and analytical thinking, and has a track record of building and executing campaigns independently, from start to finish.

Scope of Work

- Lead the development and execution of a full social media content strategy across all LWVH platforms, with a primary focus on Instagram and LinkedIn
- Build and manage a content calendar that drives consistent growth, engagement, and brand presence
- Create original platform-native content, graphics, copy, short-form video, reels, and stories, tailored to each audience and format
- Track and analyze platform analytics; translate data into actionable strategy adjustments
- Strategize, build, and manage paid social ad campaigns during election seasons, including audience targeting, creative, budgeting, and performance reporting (this is a top priority for this role)
- Graphic Design & Brand Communications
- Design branded outreach materials including digital ads, flyers, event graphics, social assets, and print collateral

- Maintain visual consistency across all public-facing materials in alignment with LWWH brand standards
- Develop and maintain a scalable design template library for social media, email, and campaign use
- Support design needs for grant-related communications, events, and election cycle campaigns
- Email Marketing Strategy & Campaign Execution
- Own end-to-end email marketing, strategy, design, copy, build, send, and performance review
- Plan and produce at least one weekly newsletter via Mailchimp with compelling design and clear calls to action
- Develop and manage audience segmentation; maintain and grow LWWH email contact lists
- Design and build reusable, on-brand email templates for newsletters, election updates, event promotions, and program communications
- Draft timely voter education content, election updates, and calls to action that translate complex civic information into clear, accessible messaging

SKILLS & QUALIFICATION

Required:

- 3+ years of hands-on digital marketing experience, with a portfolio demonstrating social media strategy, graphic design, and email campaign work
- Proven ability to develop and execute social media strategies independently, you've owned a content calendar and grown an audience before
- Demonstrated experience designing and managing email marketing campaigns end-to-end, including strategy, template design, copywriting, and analytics
- Strong visual design skills with proficiency in Canva and/or Adobe Creative Suite
- Experience with Mailchimp or a comparable email marketing platform, including list segmentation and A/B testing
- Excellent copywriting skills. Able to write clearly and compellingly across formats and audiences
- Self-directed with strong project management and the ability to juggle multiple priorities independently
- Passion for civic engagement, voter education, or nonprofit/advocacy communications

Preferred / Strong Bonus:

- Experience running paid social ad campaigns (Meta Ads Manager, LinkedIn Campaign Manager), a significant differentiator for this role
- Familiarity with project management tools such as Asana or similar CRMs
- Experience with website CMS platforms

- Background in nonprofit, advocacy, or civic sector communications

DETAILS

Our Mission

The League of Women Voters of Houston fosters a thriving democracy by engaging all people in the political process through nonpartisan information sharing, passionate civic engagement and by providing opportunities to participate in the democratic process.

Our Commitment as an Employer

The League is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, gender, gender identity or expression, sexual orientation, national origin, genetics, disability, age, or veteran status.

Compensation

The hourly rate for this contractor position is \$20/hr or an agreed upon monthly or hourly rate depending on experience and output.

About LWV Houston

The League of Women Voters of the United States and LWV Houston (LWVH) were both established in 1920, the year that the United States Constitution's Nineteenth Amendment provided women the right to vote. The LWVH is a nonprofit 501(c)3 charitable organization dedicated to serving the community by offering voter outreach initiatives and trusted, impartial election information. We do not support or oppose candidates, and we advocate for public policy issues only after careful study by our volunteer members.

How to Apply

Email resume, brief cover letter, and at least two samples of relevant work to lwv@lwvhouston.org with the subject line: Digital Marketing & Design Consultant

FOR IMMEDIATE HIRE