



Elissa Slotkin for Congress Job Opening: Digital Content Producer

Elissa Slotkin for Congress is searching for an enthusiastic, meticulously detailed and independently driven Digital Content Producer to lead the video portfolio and assist with digital communications for the campaign, executing a robust digital program that uses video as a powerful medium to advance the office's strategic goals. This position requires a high degree of technical video filming and editing skills, creative initiative, political messaging savvy, and strength in writing. This position will start as soon as possible and will continue to November 15, 2022. The position is based in East Lansing, Michigan.

In the early months of 2022, the Digital Media Director will be expected to perform part-time work in the Congressional Office, in order to get a sense of team workflow, work style, and the Congresswoman's voice.

While the responsibilities and qualifications listed below should be considered an overall guide to this role, the campaign is also willing to maintain a high degree of flexibility for the right candidate.

Responsibilities:

As Digital Content Producer you will not only take on the responsibility of managing the Congresswoman's social media platforms (Facebook, Twitter, Instagram, YouTube) and website as well as the regular content that populates them, but will be encouraged to take the digital program to the next level through use of video and other means of engaging particularly difficult-to-reach constituents.

You will be encouraged to seek out new, innovative opportunities to push the envelope and think outside the box on how the Congresswoman communicates with Michiganders. You will take the lead on executing projects that support the Congresswoman's strategic messaging goals.

Responsibilities will include:

- Leading all aspects of the video portfolio: generating new ideas for video content (both long and short, complex and simple) that deploys key Campaign messaging through thoughtful and compelling storytelling and supports overall communications goals, and seeing them through from idea generation to filming, editing and posting;
- Overseeing the "brand" and aesthetic in creative products, producing graphics and other materials as needed and proactively planning and executing a digital plan in coordination with the Digital Manager and Communications Director that supports the campaigns strategic communications goals;
- Working with senior Campaign leadership to craft content strategy and "outside the box" multimedia products that support Campaign's strategic objectives.
- Regularly accompanying the Congresswoman in order to document key moments to highlight the Congresswoman and Campaign's strengths and strategy;
- Managing all filming requirements for the Congresswoman's "on request" video



appearances;

- Keeping track of and planning around relevant “social media days” and tracking other relevant online trends or conversations as part of a proactive digital plan in conjunction with the Digital Manager;
- Managing the back-end of virtual town halls, livestreams and other virtual events (with assistance from communications interns, as needed);
- Creating digital ads and manage paid placement plans to achieve the greatest reach;
- Managing website content and ensuring that the website is up to date and accessible to visitors;
- Generating and seeking out new, interesting ways to connect with constituents;
- Managing the portfolio and day to day responsibilities of the communications intern in coordination with the Digital Manager and Communications Director

Other duties may be assigned, based on the evolving needs of the office.

Qualifications:

- Self-starter with a robust work ethic who is willing to work occasional weekends and evenings in a fast-paced, high pressure environment.
- Strong video production skills including ability to shoot, edit, caption and produce engaging short-form and long form video content.
- Creative thinker and willing to frequently pitch new and exciting ideas to the campaign team.
- Experience on Adobe Premiere, Photoshop, and After-Effects, and other production and editing software.
- High level of attention to detail, strong collaboration skills and able to quickly turnabout and incorporate feedback into products.
- Strong writer who can clearly communicate complex ideas in digital form.
- Confident verbal communicator who can clearly communicate up and down organizational hierarchy and directly to the Congresswoman.
- 1-2 years of past digital content and communications experience is preferred.
- Ties to Michigan strongly preferred but not required.

This position will report to the campaign’s Communications Director.

Location:

The Digital Media Direct will be expected to relocate to the newly-drawn 7th Congressional District and be based in our East Lansing headquarters. Due to the nature of the role, you will be expected to film in person across the district and may require occasional travel to Washington D.C.

Hours and Compensation:

This is a full-time position and will at times require weekend and evening work, both remote and in-person. The salary range for this position is \$4,000-\$6,000 per month commensurate with

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experience and includes a competitive benefits package.

To apply, please send a resume, cover letter, and creative reel or examples of video work and brief writing sample (e.g. blog post, academic paper, personal essay, etc.) to jobs@elissaforcongress.com with the subject line “[Digital Content Producer]”

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