



## Michigan League of Conservation Voters – Creative Content Manager

The Michigan League of Conservation Voters is seeking a Creative Content Manager to tell the stories of the most pressing land, air, and water issues facing Michigan and to amplify the voices of people and communities who are impacted by or connected to those issues.

The ideal candidate will be a natural organizer and creative storyteller who has the technical and artistic skills to capture stories on tape, produce short videos that tell compelling stories, and use that content to drive action online. They will be a self-starter and early adopter of new ideas, tools, and technology and they will be interested in orienting their creative skills toward political action and affecting change. This position is an opportunity to elevate the voices of people impacted by clean air and clean water issues and to power a movement to protect our basic needs and natural resources with powerful visuals. This position, alongside a team of tenacious colleagues, will advocate for strong environmental protections, and build and amplify the voices of communities of color and other key constituencies who are disproportionately impacted by environmental issues.

### **About the Michigan League of Conservation Voters**

The Michigan League of Conservation Voters is a statewide political organization whose mission is to elect pro-conservation candidates to office and to hold all decision makers accountable for protecting Michigan's land, air and water. We work closely with elected officials, business leaders, partner organizations and advocates from across the state, and we have built a reputation as the leading, non-partisan political voice for Michigan's land, air and water.

Michigan LCV is an equal opportunity employer. We assure equal treatment in hiring selection, promotion, transfer, compensation, benefits, training, discipline and other personnel practices and terms or conditions of employment without regard to race, color, religion, sex, age, national origin, height, weight, marital status, genetic testing status, veteran status, disability, sexual orientation, gender status, or any other protected class established by all applicable federal, state and local laws and ordinances.

### **Job Responsibilities**

The Creative Content Manager reports to the Communications Director.

They are responsible for the following:

- **Shaping visual content strategy:** Working with the Communications Director and Programs Team to develop new ideas for content that will resonate with key audiences and drive people to take action.
- **Producing video:** Shooting, editing and producing short, shareable videos that appeals to new and existing audiences and that drives people to take action, donate, and/or get involved.
- **Writing scripts:** Write video scripts and storyboards, with input from Communications Director to make sure content is aligned with organizational goals, and in consultation with the Political and Outreach team to identify interviewees and local angles.

- **Managing production schedule:** Owning and communicating the schedule for video production, planning backwards to make sure videos are finished on deadline, identifying where staff support is needed and delegating clearly.
- **Building and managing a content library:** Creating and managing a library of videos, facts/memes, photographs, gifs, and graphics organized by issue topic for easy access.
- **Traveling to tell stories from the field:** Spends some time outside of the office to interview people, cover community meetings, and capture visual content needed to tell great stories.

### **Qualifications**

We are seeking candidates who know what it takes to **tell compelling visual stories that change the conversation and drive action**, who **have the technical skills to turn ideas into shareable content on deadline**, and who are **comfortable working with limited resources**. You should have:

- Know-how on shots, angles and messages that appeal to new audiences to collaborative script writing and storyboarding work,
- Ability to capture, edit, and produce video, including a working knowledge of video production software and best practices for shooting and editing footage,
- Some graphic design skill, including a working knowledge of Adobe CS graphic design programs and experience creating web and video graphics,
- Project management skills and the ability to identify the steps needed to execute excellent creative work,
- An approach to new ideas with a sense of possibility,
- A dedication to racial justice, equity, and inclusion,
- Belief in Michigan LCV's mission to protect access to and abundance of clean air, clean water, and public land.

### **Benefits and Compensation**

Michigan LCV offers a competitive compensation and benefits package that includes the following: health and dental coverage, long-term and short-term disability coverage, life insurance coverage, a retirement savings program, reimbursements for business-related travel, a generous paid time off policy, and a team of smart, funny and kind colleagues working together to deliver on a mission that matters.

### **How to Apply**

Please send your resume, a cover letter, and two samples of visual content you've created to [jobs@michiganlcv.org](mailto:jobs@michiganlcv.org) and include "Creative Content Manager" in the subject line. Applications will be accepted and reviewed on a rolling basis.