



Job Posting: Digital & Creative Director

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About Michelle Wu

Michelle Wu is a mom, a daughter of immigrants, and a fierce believer that we can solve our deepest challenges through building community. As a Boston City Councilor, Michelle has worked in coalition to deliver bold, systemic change and redefine what is possible through activist city leadership across our neighborhoods.

About the Position

Michelle Wu's campaign is seeking a Digital & Creative Director to build an inclusive, dynamic, and innovative digital presence for the 2021 mayoral campaign. You will create engaging content for multiple communication and social media channels, conceive of opportunities for special projects and campaigns, and encourage supporter-created and driven content. This is a senior level position.

Responsibilities

- Build strategies for engaging and growing Michelle's online presence and community of supporters
- Work across departments to amplify and coordinate all campaign efforts online
- Direct production, editing, and shooting of videos for a variety of purposes
- Manage multiple video & design distributed volunteers & interns
- Direct social media across all platforms

About You

- You are passionate about justice, equity, and progressive leadership.
- You have strong video editing, graphic design, and basic animation skills and experience managing social media accounts across multiple platforms.
- You have strong writing skills, love memes, understand how online audiences receive and share information, and are capable of managing an online community.
- You are technologically proficient, able to learn and use new software, troubleshoot errors, and manage production equipment, computer hardware, and other devices.
- You are connected to the community and City of Boston.
- Experience with NGP, Votebuilder, and campaign management software highly encouraged
- You are mind-blowingly creative, *very online*[™], and want to create a joyful, fun, and hopeful space to reimagine the future of Boston.

This position will have some remote components, but may require some in-person staffing, observing COVID-19 safety guidelines. Applicant interviews will begin immediately.