



The ACLU of Michigan is nonpartisan nonprofit leading the fight to defend and preserve the rights our Constitution and laws guarantee all people. Our work traditionally has been in the courts, community and legislature, and will continue to be. But the current political landscape has inspired thousands to join our ranks, and has enabled us to leverage this support and expand our mission to include voting rights and criminal justice reform campaigns. We are seeking a full-time Digital Media Strategist to join our team in advancing all of our work.

The ideal candidate will have excellent writing skills, a proven ability to implement strategies that broaden our digital media reach, be proficient in graphic design and video production, manage multiple projects in a fast-paced work space, a creative thinker with strong analytical skills, and can speak to diverse audiences.

### **Job Responsibilities:**

- Lead online advocacy, outreach, and promotion through innovative digital media strategies.
- Create graphics and video content for online campaigns.
- Manage CMS and website.
- Monitor digital media analytics and produce reports to guide strategy.
- Serve as a secondary point of contact for incoming media requests.
- Assist in drafting copy for email action alerts, web content, and media relations materials.
- Perform other duties as assigned.

### **Experience and Qualifications**

- 2-5 years of public relations, communications, and/or media experience, including experience organizing and managing social media campaigns.
- Excellent writing skills.
- Creative visual storytelling through graphic and video production.
- Ability to manage multiple projects with strong attention to detail, meet deadlines, and work with minimal supervision.
- Strong interpersonal skills, honest, sense of humor, and ability to work collaboratively.
- Commitment to building social justice movements.

### **How to Apply**

Please send a cover letter and resume to [digitalmediastrategist@aclumich.org](mailto:digitalmediastrategist@aclumich.org).