



## **Digital Strategist**

For over one hundred years, the ACLU has been at the forefront of every major civil liberties fight in our country's history. Whether it's reducing the prison population, achieving full equality for the LGBTQ community, reducing immigration detention, or ending unjust laws that strip people of their fundamental right to vote, we take up the toughest civil liberties issues to defend all individuals from government abuse and overreach. With the ACLU affiliate offices in all 50 states, Washington, D.C., and Puerto Rico, we fight to defend the rights of all people through the courts, public education and policy advocacy, and in collaboration with communities and coalition partners.

The ACLU of Michigan, founded in 1959, is a nonprofit, nonpartisan, public interest organization dedicated to the defense and expansion of civil liberties and civil rights in Michigan. We are a passionate, highly motivated group of lawyers, public policy experts, lobbyists, community organizers, communicators, and fundraisers, and we're looking for exceptional talent to join our team.

The ACLU is deeply committed to racial equity and social justice and is driven to act on these core values. Applicants must be able to recognize ways our identities intersect and play out in the work, especially with communities we serve, and must demonstrate the cultural competency to work with a diverse team and effectively partner with historically marginalized communities.

This is an incredibly exciting time to join the ACLU of Michigan. As an organization, we believe that our work in becoming a more equitable, diverse, and inclusive workplace that centers a sense of belonging is a perpetual journey rather than a destination.

### **Position overview:**

The Digital Strategist leads, develops and implements online communications strategy, advocacy, and outreach through innovative digital media strategies. They help drive messaging, brand awareness, and build audience engagement and growth. They conceptualize, design, create and distribute graphics and videos for online campaigns, and grow the digital program by setting benchmarks based on best practices. The Digital Strategist supervises the Communications Associate, reports directly to the Communications Director and works closely with all ACLU staff members to broaden our reach and influence, mobilize support for our mission and increase the power and capacity of our organization. This is a full-time position.



## **Specific Responsibilities:**

### **Digital Strategy Development**

- Lead digital strategy in partnership with other communication staff and departments in advancement of all our work.
- Oversee online presence and digital storytelling platforms that result in measurable engagement by our online audiences, and new audience growth.
- Contribute to communications planning by providing digital media expertise, best practices, insights, goals for audience growth and engagement, and staying abreast of new trends and initiatives in the digital media space.
- Explore innovative methods and strategies for presenting the ACLU of Michigan's work digitally.
- Stay abreast of national ACLU marketing strategies and use to inform state strategy and implementation.
- Supervise the Communications Associate, who assists in creating and posting digital content and updating the website, manages press releases, and provides administrative support to the department.
- Help lead and support efforts across departments to thoughtfully engage current and new ACLU members to increase rates of retention; Collect and analyze data that can inform retention strategies.
- Develop digital strategies for reaching and retaining new audiences.
- Provide strategic guidance for campaigns.

### **Branding, Marketing, and Asset Creation**

- Support development and provide quality control of all production and distribution of all external branded materials.
- Determine the need for and create marketing assets, including posters, t-shirts, Know Your Rights materials, and other assets and swag.
- Stay abreast of national ACLU marketing strategies and use to inform state marketing strategy and implementation tactics.
- Collaborate with program staff to market public events and amplify topline messages through digital platforms.
- Manage and produce communications-led educational events, including online events.
- Support development of staff activities that require marketing expertise and the production of supporting materials for events.

### **Maintain and Grow Digital Program**



- Maintain and manage all digital platforms, create graphics and video content.
- Manage online organizing, email marketing and action alert platforms to ensure effective engagement of ACLU members and supporters, including assistance in drafting copy for email action alerts, web content, and media relations materials.
- Manage digital storytelling best practices and supervise the production of shareable images, infographics, and videos on all digital platforms.
- Increase engagement on digital platforms and support staff in developing their online presence.
- Manage CMS and website.
- Monitor digital media analytics and produce timely reports to guide strategy and digital goals.
- Perform other duties as assigned.

### **Institution-Building**

- Work with the Communications Director to develop cross-platform campaigns on targeted issues.
- Empower ACLU of Michigan staff to share content by initiating opportunities, and providing training, guidance, and support.
- Ensure adherence to ACLU branding protocols and use of ACLU brand.

### **Experience and Qualifications:**

- Demonstrated interest in and commitment to civil liberties.
- 2-5 years of public relations and media experience, including experience organizing and managing social media campaigns.
- Excellent written and verbal communication skills.
- Ability to produce clear, concise online advocacy materials within tight deadlines.
- Experience working with social media platforms, including Instagram, BlueSky, Threads, YouTube, Facebook, Reddit, X, etc.
- Excellent computer skills, including website experience and at least basic HTML.
- Experience in video editing and production.
- Experience with advocacy-oriented media campaigns, a plus.
- Skills in graphic design and familiarity with various photo and video design software.
- Exceptional interpersonal skills and the ability to contribute to a collegial work environment.



- Experience using public opinion research to frame issues and develop messages, a plus.
- Ability to manage multiple projects in a busy office environment, and strong attention to detail; ability to work with minimal supervision and to meet deadlines.
- Ability to work flexible hours and travel when necessary.
- A commitment to diversity; a personal approach that values the individual and respects differences of race, ethnicity, age, gender, sexual orientation, religion, ability and socio-economic circumstance.

**Personal Characteristics:**

- Committed to advancing the ACLU's values, mission, goals and programs, with an understanding of the range of civil liberties issues and their implications.
- An energetic person who can handle and prioritize multiple activities and responsibilities; a self-starter and finisher.
- A team player that inspires collaboration and functions decisively; flexible and well organized.

**We want to hear from you:**

We know that not all strong candidates will have every skill we list. That's OK. We still want to hear from you. Research shows that women, non-binary people, and people of color are less likely to apply for a position if they don't meet every skill listed. At the ACLU of Michigan, we believe our collective differences enable us to make better decisions, drive innovation, and deliver better programmatic results. We are committed to creating a diverse, inclusive, and equitable state and nation, and we know that begins with us doing the work ourselves.

**Compensation:**

The salary for this position is \$80,000 per year. Excellent benefits, including health insurance and a 401(k)-retirement plan with matching are provided.

**How to Apply:**

Send a cover letter, resume and writing sample to [openpositions@aclumich.org](mailto:openpositions@aclumich.org), including how you heard about this position and the subject line "**Digital Strategist.**"

**Application:**



The position will remain open until it is filled, but the hiring committee will begin to review applications on August 4<sup>th</sup>.

**Equal Opportunity Employer:**

The ACLU is an equal opportunity employer. We value a diverse workforce and an inclusive culture. The ACLU encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status, or record of arrest or conviction or any other characteristic protected by applicable law.

The ACLU of Michigan is committed to providing reasonable accommodation to individuals with disabilities. If you are a qualified individual with a disability and need assistance applying online, please call 313-578-6800 or mail a letter to 2966 Woodward Ave., Detroit, MI, 48201. If you are selected for an interview, you will receive additional information regarding how to request accommodation for the interview process.

“ACLU of Michigan,” as used in this job description, refers collectively to two separate corporate entities, the ACLU of Michigan, and the ACLU Fund of Michigan. The two entities share the same mission, office space, and employees. The job posting refers collectively to the two organizations under the name “ACLU of Michigan.”