MICHIGAN SENATE

SENATE MAJORITY LEADER

POSITION POSTING

DEPUTY COMMUNICATIONS DIRECTOR FOR DIGITAL CONTENT

SUMMARY:

Under the direction of the Senate Majority Leader and supervised by the Majority Staff Director of Communications, the Deputy Communications Director for Digital Content will play a critical role in managing operations for the Communications department by: overseeing digital content strategy including video, photo, social media, and digital design, managing cross-platform content strategy; optimizing digital content to meet strategic goals and key objectives, attending formal meetings related to member issues with a significant communications impact; and assisting in the creation, maintenance, and execution of a strategic communications plan.

ESSENTIAL JOB FUNCTIONS:

- Manages digital content team including video, photo, and social media teams
- Oversees development and execution of digital content calendar and strategy
- Oversees video and photo production, social graphic design, and digital outreach program
- Works with Deputy Director for Editorial Content to manage cross-department projects
- Assists Communications Director with high-level legislative communications work
- Monitors performance and reports on objectives and key metrics
- Attends formal meetings related to member issues with a significant communications impact
- Assists in the creation, maintenance, and execution of a strategic communications plan

SECONDARY DUTIES AND RESPONSIBILITIES:

- Assists the Senate Majority member offices with digital strategy as requested
- Assists the Director of Communications with digital responsibilities as requested
- Assists the Communications Specialist team with content assistance as requested
- Provides content and editing assistance for all digital media as requested
- Performs all other duties as assigned by the Communications Director

EDUCATION/EXPERIENCE:

- Bachelor's degree preferred
- Four years or more of experience with digital media including social media management, digital content creation, and planning and strategy
- Deep familiarity with the digital landscape and ability to advise on creative, objectives, and optimization
- Experience with industry-standard social media management platforms like Sprout Social, Hootsuite, etc. strongly preferred
- Experience overseeing paid digital advertising preferred
- Experience using project and content management systems like Asana, Airtable, Wrike or similar strongly preferred
- Other combinations of education and experience evaluated on an individual basis

SKILLS AND KNOWLEDGE REQUIRED:

- Demonstrated ability to manage a creative team
- Ability to develop and maintain a positive working relationship with members and office staff, with a primary focus on providing quality customer service
- Ability to develop and maintain good working relationships with colleagues, legislators, staff, and interest groups
- Ability to work both independently and as part of a team
- Excellent organizational skills and ability to maintain strict attention to detail
- Ability to maintain confidentiality of information
- Ability to use basic computer applications, including Microsoft Outlook, Word, and Excel
- Excellent written and verbal communication skills
- Ability to work outside of normal work schedule, as deemed necessary
- Ability to prioritize multiple tasks in a fast-paced environment and meet deadlines that may be rigid or subject to change on short notice
- Ability to use diplomacy, discretion and good judgment when disseminating information
- Knowledge of the legislative process and of the structure and policies of state government preferred but not required

This job description is not intended as a comprehensive list of all of the duties required of this position. Additional duties may be assigned from time to time, and the listed duties are subject to change at any time, with or without notice.

All offers of employment at the Michigan Senate are contingent upon clear results of a criminal history background check. Background checks will be conducted after a tentative offer of employment has been made and accepted.

STATUS: Salaried, with a standard benefits package
SALARY: $85,000 - $100,000
GOVERNING CAUCUS: Democrat

This is a non-civil service, at-will position.

Applications will be accepted until position is filled.
Interested applicants, please submit a cover letter and resume with the subject line "Deputy Communications Director for Digital Content" to:

Human Resources
PO Box 30036
Lansing, MI 48909
Email: Resume@senate.michigan.gov

The Michigan Senate considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, height, weight, disability, marital status, sexual orientation, gender identity or expression, or any other legally protected status. If you are a person with a qualified disability, you may request any needed reasonable accommodation to participate in the application, testing, and/or interview process by contacting the Senate ADA Coordinator at 517-373-1675.