



Video Producer

Priorities USA, Washington, D.C.

Priorities USA is a voter-centric progressive organization committed to standing up to the Trump administration and its allies in order to build an economy that provides real opportunity for all families to get ahead, and to protect the fundamental, democratic ideal of equality for all Americans – regardless of race, religion, gender or sexual orientation.

As part of that mission, we're launching one of the largest digital persuasion and mobilization campaigns in politics -- a year-round effort to talk to key groups of voters regardless of where we are in the election cycle. And we're not interested in just doing the same old stuff over and over again -- we'll assume nothing, test everything (both paid media and organic tactics), and fundamentally rethink how we use the internet to persuade and mobilize voters.

Sound good?

As a video producer, you'll work with our content and advertising teams to make opinion research-driven video content for a wide variety of audiences. From scripting to shooting to editing, you'll be working on every part of the video process, sometimes with very quick turnaround. You'll be an integral part of our creative team and will help us rethink our basic assumptions about video style, production, and distribution.

You are:

- Scrappy -- If you're on a project, you'll do whatever it takes to get it done... fast.
- A person of many talents -- You can shoot, edit, do some motion graphics in a pinch, the whole nine.
- Not interested in just doing the same stuff folks have always done -- We freely admit we don't have all the answers, so we're going to test a lot of ideas, and double down on the things that work.
- Flexible -- The nature of this project means our work might look very different one week to the next. You might be producing video for different organizations or brands on different days. We all need to be flexible and adaptable to each project.
- Not a jerk -- You'll be working with people from all over the progressive universe, and you can get along with almost any of them.

You have:

- A proven record of making interesting video content -- Doesn't need to be formal, but you should be able to point to projects you've written and produced that have found audiences.
- Good political instincts -- You know how to make something that's both creative and on message.
- A working knowledge of the tools -- You know at least Premiere or Final Cut (the new one) and can set up a well-lit video shoot. After Effects is a major plus but not a deal breaker.
- Passion -- You care a lot about the direction of our country, particularly that it doesn't involve the continued leadership of Donald Trump.

You will:

- Pitch creative concepts for our video platforms (and hey, we'll take ideas for others, too)
- Write/edit scripts for rapid response videos, ads, and organic videos
- Manage field shoots with limited staff
- Have a knack for a good interview
- Edit videos into their final products
- Work with staff at our partner organizations to produce video content for their own channels
- Have a bunch of fun.

Compensation includes a competitive salary based on experience and a benefits package that includes health care, paid holidays and vacation. People of color, women, people with disabilities, and veterans are strongly encouraged to apply.

To apply, send your resume or portfolio along with a note expressing your interest to digitaljobs@prioritiesusaaction.org.