



Job Description: Deputy Creative Director

Priorities USA is a voter-centric progressive advocacy organization and service center for the grassroots progressive movement. Priorities is 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.

We're on the hunt for someone who can help run our digital creative and messaging operations for our online advertising in a group of states ahead of the 2018 midterms. If you get really mad about the narrative that Democrats are "losing the messaging war," this is your chance to do something about it. We need someone who knows the nuts and bolts of how the internet works, knows how to make an argument compelling, and knows how to do so in an audience-centered and culturally competent way. If you're interested in this job, you should have a solid theory on how to turn message strategy into attention-grabbing creative, and come to the table with more than "a better economic message."

You will...

- Oversee the creative and messaging of our campaigns in a number of battleground states
- Be responsible for managing a small, agile team that's charged with making amazing video, graphics, and copy
- Lay out key messaging and creative strategies to share with internal and external stakeholders
- Work collaboratively with our media strategists to ensure we're executing on our strategic objectives
- Be in constant contact with creative project managers to ensure your campaigns are running smoothly
- Manage an ideation process with a team of video producers, designers, and content writers
- Work closely with our polling, research, and analytics teams to test and measure the effectiveness of our creative
- Collaborate directly with the heads of our content, design, and video teams to ensure all of our content is on message, on story, and in line with our creative strategic vision
- Report directly to the Creative Director
- Have a lot of fun

You have...

- Worked in digital, creative or marketing strategy in a political, corporate, or non-profit context
- Demonstrated skills working in a collaborative environment across a number of different interdisciplinary teams
- Experience pitching, explaining, or otherwise selling your ideas and strategies to partners
- Experience managing teams and keeping them on track
- No problem working for really (really!) long hours if needed
- Fluency in Spanish, in a perfect world

You are...

- **Really good at telling stories** -- More than just the jargon: You know how to say things to an audience that is actually resonant to *them* and not just to you.
- **Digital-fluent** -- You know why a 30 second video ad won't cut it on pre-roll, but you also know why a :15 pre-roll spot won't work on facebook. And you know why video isn't everything.
- **Data-driven (or at least data aware)** -- We test. A lot. You care about what's working, have no sacred creative cows, but know not to let the science drown out the art.



- **Political, but not necessarily from politics:** You might not know what “the VAN” is, but you should at least have experience working on advertising or content campaigns while knowing which Republican senators sunk the ACA repeal and why.
- **Creative!** Obviously. We want your crazy ideas. Well, not too crazy. But you get our point.
- **A leader --** You know how to synthesize people’s best ideas into a vision, but also how to get people to buy into that vision.
- **Not a jerk** - We have a big team and you have to get along with folks.

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.