

MICHIGAN SENATE

SENATOR MCMORROW

POSITION POSTING

Digital Communications Lead

SUMMARY:

Under the direction of the Senate Member and the Chief of Staff, the Digital Communications Lead maintains the office's reputation for professional, informative, and respectful relationship-building with our constituents. The Digital Communication Lead attends events and meetings with the Senate Member to capture, produce, and publish digital content such as social media videos, photos, or posts, as directed by the Chief of Staff. The Digital Communications Lead also runs the Senate Member's Facebook page, including a bi-weekly livestream, produces content that the Senate Member can post on their social media channels, and works laterally with the Constituent Services and District Director on e-newsletters and mailers.

ESSENTIAL JOB FUNCTIONS:

- Manages the social media plan and content calendar for all Social/Digital Media, including content for the Senate Member's pages.
- Communicates district needs and feedback to the Senate Member and the office
- Supports the Constituent Services and District Director in the creation of bi-weekly e-newsletter for the Senate Member's office
- Updates social media outlets (e-news, press releases, news hits, etc.) with all information from the Senate Member's website
- Uploads video assets to Facebook, YouTube, and other necessary platforms
- Produces captions, if necessary, leads editing and quality control, ensures all digital assets are optimized for various digital and social media platforms
- Ensures all digital assets are organized and stored in a shared file system, updates content plans/approval trackers and provides reports for the team to assess progress, effectiveness, and recommends strategies across digital platforms to constantly reach and engage more constituents
- Captures and edits photos/videos at events to fulfill the digital content plan, oversees and/or creates graphics, images, and support assets as needed with direction from the Chief of Staff
- Attend events in the district with the Senator, including some evenings and weekends to staff the senator and capture photo/video content, occasionally in Lansing if necessary to capture and share content from the legislature.

SECONDARY DUTIES AND RESPONSIBILITIES:

- Performs other duties, as assigned

EDUCATION/EXPERIENCE:

- A high school diploma or GED.
- Background in communications/digital and social media.
- Understanding of Microsoft Office apps and tools
- Proficiency in digital content creation tools such as capturing photos and video and editing with apps such as CapCut or Adobe Premiere, Canva or Photoshop
- Proficiency with social media platforms such as Facebook, Instagram, and Twitter
- Proficient in creating social media content with a keen understanding of how best to communicate and drive engagement across platforms such as Facebook, Instagram, and Twitter

SKILLS AND KNOWLEDGE REQUIRED:

- Knowledge of effective digital communication strategies
- Ability to take direction and execute assigned duties reliably and respectfully
- Ability to work with officials, staff, and the public in a professional and courteous manner
- Ability to present strong interpersonal skills.
- Ability to use basic computer applications, including Microsoft Outlook, Word, and Excel
- Excellent written and verbal communication skills
- Excellent time management skills and ability to multi-task and prioritize assignments
- Knowledge of the district and Detroit community relations
- Ability to work outside of normal work schedule, as necessary
- Ability to maintain favorable public relations
- Ability to work independently and as part of a team
- Ability to use diplomacy, discretion, and good judgment when disseminating information

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.

HOURLY: \$25 per hour, up to 15 hours per week

LOCATION: 8th District; some travel to Lansing is required

GOVERNING CAUCUS: Democratic

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

**Interested applicants, please submit a cover letter and resume with the Subject Line “Digital Communication Lead”
by Friday, May 17, 2024 to:**

PO Box 30036
Lansing, MI 48909

Email: ECollins@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, gender identity or expression, sexual orientation, 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.