

## **Position Description Creative Content Manager**

### **Job Summary**

Public Democracy America (PDA) exists to deliver impactful outcomes and sustainable solutions that push us closer to more equitable and just systems and policies. We ground every project in the belief that every person has value. Our initiatives are designed to reach and empower communities traditionally excluded or discounted. We employ strategies that align what's right with what works.

The Creative Content Manager is a vital team member responsible for designing display ads for online campaigns, creating graphics, graphs, and infographics for use in internal and external presentation decks, designing and maintaining websites for PDA Better Angels Partners and relevant campaigns, and working with relevant PDA staff and consultants to regularly review and evaluate content performance.

More than specific skills, which can be learned, we seek team members who want to serve, are curious and willing to learn, and are adaptive to employ cross-sector thinking and innovations in order to have a positive impact. We strongly encourage candidates from diverse backgrounds. PDA is an all remote team and applicants may be from anywhere in the United States. International candidates may also be considered.

### **Essential Job Responsibilities**

- Bring a positive and determined attitude to our team each day in constant service to the communities we seek to better understand and support
- Stay abreast of current and developing narratives in the digital space relevant to the mission and objectives of PDA and its partners in order create timely and persuasive website graphics and display ads with multiple variations for size and content
- Use empathy and digital insights to understand the motivations of target audiences and create visual content to meet their needs and achieve PDA and partner objectives
- Create graphics and other visuals for presentations that effectively communicate important points and look pleasing. We would like slides that simply deliver insights, resonate with audiences, and can be put on a wall.
- Design websites for PDA campaigns and select partner 501c3s and help keep graphic content current
- Along with relevant PDA staff and consultants, analyze lessons from ad campaigns and participate in regular “insights” and “learnings” meetings in order to identify patterns and lessons about target audiences across BA partner accounts

### **Qualifications**

- Understand design, with emphasis on simplicity and easy communication that draws people back in with its visual aesthetic.
- Adaptive and able to learn new website and design platforms as needed
- Proficiency with graphic design programs

- Proficiency with website CMSs, including but not limited to Wordpress, Wix, and Squarespace
- Fluency with Spanish desirable, but not required