

BATTLE BORN PROGRESS **INSTITUTE FOR A PROGRESSIVE NEVADA**

Job Description for Creative Director

Missions:

Battle Born Progress, through strategic communication efforts, empowers, engages, and mobilizes Nevada voters to build a state where everyone has a fair opportunity to succeed. BBP is a 501(c)(4) non-partisan advocacy organization.

Institute for a Progressive Nevada educates, empowers, and engages Nevadans to build a state where everyone has a fair opportunity to succeed. Our legal entity is Institute for a Progressive Nevada - a 501(c)3 non-profit organization.

Job Title: Creative Director

Reports to: Executive Director and Deputy Director

Job Summary: The Creative Director is responsible for designing content for short-term and long-term projects for BBP/IPN and our partners. We are looking for a candidate who is proficient in both graphic design and video editing. This position will focus heavily on graphic and video creation formatted for various platforms. The Creative Director will also implement and manage our paid media program.

As the Creative Director you are responsible for (but not limited to) the following:

Responsibilities:

- Work closely with the team, especially with our Communications Director and Social Media Manager, to assist in creative development
- Conceptualize and produce digital content including video production, static ads, website banners and images, email graphics, social media graphics, and more.
- Design and produce printed materials including brochures, posters, stickers, pamphlets, mailers, signage, and more.
- Occasionally be asked to attend events to capture photos, interviews, and b-roll. Prior experience in photography and videography is a plus.
- Work on multiple projects at once, and consistently meet draft deadlines
- Basic Knowledge of using WordPress or the willingness to learn
- Use multimedia content to enable BBP/IPN and our partners to engage with Nevadans on new media platforms;
- Conceive and execute social networking strategies, conceive and execute online ad campaigns, and evaluate and analyze metrics;
- Assist with implementing new project management techniques and tools;
- Other duties as assigned.

Knowledge, Skills, & Abilities:

BATTLE BORN INSTITUTE FOR A PROGRESS PROGRESSIVE NEVADA

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- Proficient in a variety of industry-standard design tools such as Adobe CC (After Effects, Premiere Pro, InDesign, Photoshop, Illustrator). Basic knowledge of Audition, Lightroom, and others alike is a bonus.
- Understands the processes of designing for print and digital experiences.
- Experienced in creating digital marketing components to be used for various channels such as email, social media, online advertising, etc.
- An understanding of scalable asset creation, design & video trends, online marketing, image manipulation, and branding.
- Passion for creative excellence, branding, and visual communications
- Familiarity with web and graphic design programs, such as ActionKit, Wordpress, Powerpoint, Canva, etc.;
- An understanding of traditional communications best practices, media landscape, and narrative development;
- A strong sense for identifying and capitalizing on emerging trends;
- A genuine commitment to progressive causes and values;
- Creativity and flexibility to problem solve and engage in finding solutions around obstacles;
- Reliable transportation and ability to work long or irregular hours.
- Must include a portfolio with application

Additional Background and Information:

BBP (501c4) /IPN (501c3) are year-round, multi-issue, non-partisan communications, advocacy, and education organizations that serve as a voice in numerous policy issues and debates. BBP/IPN engage in short-term, rapid response and proactive, long-term messaging projects aimed at moving the public dialogue.

This position requires creativity and flexibility due to the fast-paced nature and mission of the organizations. This position is a vital part of making the team functional and successful and will take on a variety of roles as needs arise.

Location: Nevada

Term: Salaried full-time position, starting at \$70,000 with full benefits

To Apply: Send cover letter, resume, and writing sample to jobs@battlebornprogress.org no later than February 18, 2024.

BBP/IPN is an Equal Opportunity Employer and welcomes applications from all qualified persons regardless of their race, sex, disability, religion/belief, sexual orientation, national origin, involvement with the criminal justice system, or age.