



JOB TITLE: Digital Design Strategist
REPORTS TO: Communications Director
DEPARTMENT: Communications
EXPERIENCE: Established/Mid-Career
FLSA STATUS: Exempt
LOCATION: Ohio
DATE: May 2024

POSITION SUMMARY: Our Digital Design Strategist plays a key role in advancing change through the ACLU of Ohio’s integrated advocacy approach that seeks to protect civil rights and liberties through litigation, legislation, organizing, and public education. The Digital Design Strategist oversees graphic, video, and web design for the Communications Department to elevate the ACLU brand to supporters and stakeholders.

ANNUAL SALARY: \$56,614. Salary is non-negotiable.

Compensation: Total compensation package includes generous health insurance benefits (including dental, vision, and hearing); new hires receive four (4) weeks of paid time off, accrued at approximately thirteen (13) hours per month; and fourteen (14) paid federal holidays. All ACLU of Ohio employees are required to work and be permanent full-time residents in the State of Ohio for the duration of employment with the organization.

JOB RESPONSIBILITIES

Digital Media and Design Production

- Design and produce digital materials using graphic design standards, project objectives, and ACLU branding guidelines. Assets under this purview include but are not limited to, graphics for email, social media, web campaigns, signage, reports, toolkits, digital and physical advertisements, and more;
- Develop, edit, and maintain audio and video assets to be used in communications strategies and across owned social media platforms to support ACLU of Ohio programs and issue-area advocacy;
- Produce printed materials needed for speaking engagements and external special events including posters, yard signs, banners, billboards, and other products;
- Maintain ACLU of Ohio website for quality and accuracy of content, ensuring resources, reports, publications, and all public-facing advocacy content remain updated;
- Oversee production of digital email communications to ACLU of Ohio subscriber list in coordination with the integrated nationwide ACLU system;
- Drive web strategy, including deepening user engagement with the ACLU of Ohio site, growing page traffic and views, and continually improving user experience;
- Collaborate with the Communications team to ensure departmental and organizational goals are met in accordance with the ACLU of Ohio’s strategic plan;
- Work with printing houses and advertising vendors to oversee production and delivery of assets;
- Follow digital trends on Instagram, TikTok, Facebook, and X to stay ahead of market movement and strategize with Communications team for implementation.

MINIMUM REQUIREMENTS

- Two years, or demonstrated equivalent, of relevant experience working in graphic design;

- Advanced experience with Adobe InDesign, Adobe Photoshop, Canva and other various graphic and video design software;
- Advanced experience with website content management systems such as Wordpress or Drupal;
- General knowledge of HTML for web design and maintenance;
- Demonstrated commitment to advancing the ACLU's values, mission, and goals;
- Ability to learn and engage with unique digital programs utilized by ACLU affiliates;
- Proven ability to work independently and collaboratively; and with flexibility in rapid-response situations;
- Demonstrated ability to manage multiple projects and deadlines while continuing to perform with grace under pressure.

DESIRED SKILLS AND ABILITIES

- Clear understanding that working towards systemic change is a marathon and not a sprint;
- Demonstrated commitment to collaboration – sharing responsibility and credit.

ESSENTIAL FUNCTIONS

- Ability to drive, and have complete access to a vehicle;
- Ability to travel statewide in Ohio;
- Ability to work beyond 40 hours per week when needed;
- Ability to attend evening and weekend meetings and events on occasion.

NON-ESSENTIAL FUNCTIONS

- Lifting and carrying 25 pounds

OTHER

- The ACLU of Ohio has adopted a hybrid in-office/remote work model where team members have the option to alternate between working in-office or remotely. Reliable access to high-speed internet and a mobile phone are requirements for employment. Employment-related internet and mobile phone usage expenses are reimbursed monthly.
- A college degree is not required; an eagerness to learn is.
- History of incarceration is not a bar to consideration for the position.
- The ACLU of Ohio is committed to ensuring the health and safety of our team members. All employees must be fully vaccinated and boosted for COVID-19. Verification of COVID-19 vaccination, or progress toward vaccination, is required prior to the start of employment.

The ACLU is an equal opportunity employer. We value a diverse workforce and an inclusive culture. The ACLU encourages applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status and record of arrest or conviction, or any other characteristic protected by applicable law. Black people, Indigenous people, people of color; lesbian, gay, bisexual, transgender, queer, and intersex people; women; people with disabilities, protected veterans, and formerly incarcerated individuals are all strongly encouraged to apply.