



Democratic Legislative Campaign Committee

The Democratic Legislative Campaign Committee is the only organization exclusively committed to winning Democratic majorities and building Democratic power in state legislatures across the country. The DLCC has been working with state legislative leaders for over two decades to invest strategically in state programs and build the Democratic Party from the ground up.

Since 2016, the DLCC and state partners have flipped more than 430 seats from red to blue, building ten new Democratic majorities and paving the way for progress across the country. State legislatures pass most of the policies that affect Americans' day-to-day lives, and flipping chambers from red to blue has an outsized impact on governing and public policy.

Our Democratic legislatures are truly the last line of defense against the Trump administration and Republicans' extreme policies. With redistricting on the horizon, our democracy is on the line in 2020, and state legislatures are the battleground in this fight.

Senior Designer or Creative Strategist

As the Senior Designer or Creative Strategist, you'll work within DLCC's Digital and Communications Departments to produce beautiful, engaging and on-brand graphics, multimedia campaigns, and design templates to be used across departments and platforms.

This position will report to the Vice President of Strategic Communications and Digital and is based in Washington, DC. This is a cycle position through December 4, 2020.

The Senior Designer or Creative Strategist is expected to model the values of the DLCC:

- Credibility
- Teamwork
- Results Driven
- Risk
- Inclusive

Responsibilities include:

- Work closely with the DLCC's Creative & Multimedia Manager and Vice President of Strategic Communications and Digital and all outbound messaging teams to develop creative concepts for multi-channel campaigns designed to inspire action, inform supporters, and raise awareness.
- Assist with innovating creative ideas and campaigns that help move the organization into a recognized and advanced status.
- Assist caucus and campaign teams as necessary with design support to improve the saturation of strong visual products across races.

- Assist in designing DLCC brand assets (logos, style tiles, style guides) as well as new products, templates, and visuals.
- Help guide the direction of design for a wide variety of digital projects, including email graphics, social media graphics, merchandise, infographics, website mockups, digital ads, etc.
- Manage multiple projects from concept through completion, including QA and approval processes.
- Participate in brainstorming and strategy discussions to develop communications campaigns and tactics that include email engagement, social media, web, and other aspects.

This position will have the following additional responsibilities between approximately mid-July and end of September 2020, when another employee is expected to be on a leave of absence, under the direction of the Vice President of Strategic Communications and Digital.

- Responsible for innovating creative ideas and campaigns that help move the organization into a recognized and advanced status.
- Design and manage DLCC brand assets (logos, style tiles, style guides) as well as new products, templates, and visuals.
- Oversee and guide the direction of design for a wide variety of digital projects, including email graphics, social media graphics, merchandise, infographics, website mockups, digital ads, etc.

Additional Responsibilities for Creative Strategist:

- Scripting, editing, and producing original videos for distribution across digital platforms.

Expected Outcomes:

- Strong visual creative is deployed across the organization’s outbound communications to reinforce the committee’s dynamic presence.
- DLCC’s data and information is visually presented clearly across the organization.
- DLCC’s collateral products, including digital, presentation, communication, etc. are on-brand.
- A unified creative perspective is incorporated into DLCC’s work products across all media.

Qualifications:

- At least one cycle of experience on a campaign, party committee, or PAC, or similar non-profit or agency experience.



- Strong background in digital design, as well as experience in overall digital fundraising, advocacy, and content strategy.
- A demonstrated portfolio of design products that shows off your design talent, creativity, and vision.
- Experience with Adobe Creative Suite products.
- The ability to work on short deadlines and iterate creative solutions.
- An interest in keeping up with the current political climate.
- Strong attention to detail.
- Ability to manage multiple projects simultaneously and prioritize tasks appropriately.
- Demonstrated commitment to Democratic state legislative candidates, campaigns, and caucuses.

Additional Qualifications for Creative Strategist:

- Demonstrated ability to script, shoot, and edit videos.

Requirements include:

The requirements, including but not limited to physical demands, described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. All DLCC employees must be able to operate a computer and use a cell phone. Many roles at the DLCC include business travel expectations, and most roles also require communicating with key external stakeholders of the organization in person, via the telephone, or via email.

Essential functions of the role of Senior Designer or Creative Strategist include:

- While performing the duties of this job, the employee is frequently required to communicate using the telephone, email, and in person with stakeholders; stand; sit; reach with hands and arms; talk and hear. The employee is frequently required to walk. The employee must occasionally lift and/or move up to 25 lbs. Specific vision abilities required by this job include close vision, and ability to adjust focus.
- This position requires the employee to periodically travel across the country with audio visual equipment and attend meetings and conferences offsite.

How to Apply

Salary for the Senior Designer or Creative Strategist position is \$65,000 - \$75,000, commensurate with experience. This is a cycle position through December 4, 2020. In addition, the DLCC offers a generous benefit package, including fully paid health/vision/dental insurance, an up to 6% retirement contribution, transit and FSA subsidies, and more.



Please submit a cover letter, resume, and three professional references to jobs@dlcc.org by April 1, 2020. The DLCC will review and consider applications on a rolling basis, and may review and consider applications after this deadline in limited circumstances, however this is not a guarantee that your application will be considered if it is not submitted by April 1, 2020. Reference "Senior Designer" or "Creative Strategist" and your name in the subject line. No calls, please.

The DLCC is committed to diversity among its staff and recognizes that its continued success requires the highest commitment to obtaining and retaining a diverse staff that provides the best quality services to supporters and constituents. The DLCC is an equal opportunity employer and it is our policy to recruit, hire, train, promote and administer any and all personnel actions without regard to sex, race, age, color, creed, national origin, religion, sexual orientation, gender identity or expression, physical or mental disability, personal appearance, marital status, family responsibilities, genetic information, or any other legally protected basis. The DLCC will not tolerate any unlawful discrimination and any such conduct is strictly prohibited.

