



Role: Digital Media Creative Director at Latinx Startup (Remote)

Organization: Pulso - A Digital Organizing Venture Increasing Political Power for Latinx Voters

Location: Full-time, 100% remote position (from home or co-working space) with occasional travel once every 2-3 months

About Pulso

Pulso is a digital organizing venture increasing the political power of Latinx voters across the country. We're building a digital platform that delivers daily content - via Facebook Messenger and Instagram - that's culturally relevant to our Latinx subscribers, thus cultivating deep, trusted digital relationships with them online and then leveraging those relationships towards political action offline. By 2020 Pulso aims to develop deep (daily or weekly) digital relationships with more than 1.5 million Latinx/Hispanic voters and to achieve financial self-sustainability. Our ultimate goal is to leverage this digital platform to advance policy change by building Latinx/Hispanic power through increased advocacy and voter engagement.

To see the digitally-based service we're building, search for "Project Pulso" in the Facebook Messenger app. You can also learn more about our work at <https://projectpulso.org/>.

Pulso is a project of Accelerate Change (AC), a nonprofit organization that incubates and supports social ventures. Drawing upon the lessons from some of the largest and most impactful social change institutions, AC's theory of change is based on the idea that membership organizations can experience explosive, financially sustainable growth when they provide a robust set of benefits and services that have an outstanding value to the people they seek to organize ("functional organizing"). For more on AC's model for scalable citizen organizing read, "[The Secret of Scale](#)" from the Stanford Social Innovation Review. AC uses Lean Startup methodologies and other business strategies. For more about AC's approach to experimentation read, "[The Promise of Lean Experimentation](#)" also from the Stanford Social Innovation Review.

Position Description

We are looking for a bold, mission-driven, curious digital media junkie that lives and breathes Latinx content across platforms. The fundamental responsibilities for the Creative Director will be to 1) develop Pulso's voice, tone and content vertical by experimenting with creating regular content that will attract more than one million subscribers over the next couple of years and 2) manage a team of 2-4 staff members and contractors that will help them make this happen. The ideal candidate will be able to explain topics ranging from the need to protect children being separated from their families at the border to coming up with Latinx history trivia in a compelling and conversational manner using audio, videos, gifs, images and other multimedia.

Qualifications

We are looking for someone who is/has (required):

- A prolific writer able to capture our audience's attention in a short content experience

- A visual storyteller with multi-platform experience (FB, websites, YouTube, Instagram, TV, blogs, newsletters, newspapers, podcasts, etc.)
- Adept at using a variety of tools including Photoshop, Canva, etc.
- Committed to and understands the issues that concern the US-based Latinx community
- Demonstrated commitment to progressive ideals, social justice and social change through your work and/or volunteer experiences
- At least 1 year of experience as an effective and supportive manager
- Highly entrepreneurial and thrives in a fast-paced, unstructured digital environment
- Able to easily iterate, pivot and experiment along with the rest of the team
- Comfortable working remotely

We prefer someone who (nice to have, but not required):

- Is fluent in Spanish
- Has a sense of humor!

Salary & Benefits

- \$60,000-\$70,000 salary range depending on experience
- Flexible work hours
- Health care, with individual premiums fully covered and cost-share for dependents
- Educational loan assistance up to \$300 per month
- 10 paid vacation days, 6 paid holidays, and 3 paid floating holidays each year
- 5 fully paid sick days and 10 half-paid sick days each year
- 401(k) plan after one year, with 100% employer match on the first 3% and 50% employer match on the next 2%

To Apply: To apply, please upload your resume, tell us more about your experience, and share examples of your work using [this application form](#).

Pulso is incubated by Accelerate Change; Accelerate Change, a project of the Center for Public Interest Research, is an equal opportunity employer. We believe that people of color, people from working class backgrounds, women, and LGBTQIA+ people must be centered in the work we do. Hence, we strongly encourage applications from people with these identities or who are members of other marginalized communities.