



Franchise Producer (Freelance)

Role: Franchise Producer (Freelance, Remote)

Reports to: Content Team

Organization: Pulso

Location: 100% remote position with occasional travel once every 2-3 months. Must be based in New York (preferred), Los Angeles (preferred) or Miami.

COVID-19: We take Covid-19 safety very seriously. Employees must follow our Covid safety protocols and be fully vaccinated and boosted. Accommodations are provided to the extent required by law. For employees based in the state of Florida, the COVID-19 vaccine is encouraged but not required due to Florida law.

About Pulso

Pulso is a Latino-led social enterprise dedicated to raising up and keeping the pulse on nuestra gente. We build deep digital relationships with Latinx folks through their phones in order to transform civic engagement and build political power.

Pulso attracts and engages Latinos through our innovative Latino history and news service, via Facebook Messenger, Instagram, TikTok, YouTube, Twitter and The Pulso Podcast. With this daily relationship and by telling the stories that have shaped our community, Pulso connects U.S.-based Latinos/as/x with our history and encourages subscribers to take action on critical issues, register to vote, and to cast their votes on Election Day.

You can learn more about our work by finding us [@projectpulso](#) across social platforms.

Position Description

We are looking for a bold, mission-driven, curious digital media junkie that lives and breathes Latino content across platforms. This Franchise Producer should be familiar with the editing and production process from end-to-end, and should enjoy the creative ideation process as well. This role is responsible for ensuring that videos are polished, aligned with brand messaging, engaging to Pulso audiences, and optimized for a variety of platforms like Instagram, TikTok and YouTube.

Responsibilities

Here's what you can expect to do as a Franchise Producer:

- Develop, produce and execute video franchises created for distribution across Pulso platforms

(primarily Instagram, TikTok, and Youtube), ensuring alignment with our content pillars.

- Pitch and shape compelling narratives that are aligned with our content pillars, engaging for our audiences, and informed by our performance metrics.
- Collaborate with Pulso's content team to ensure high quality production and storytelling.
- Attend production meetings with the Pulso team (approximately 2 hours per week).
- Maintain and update production calendars, coordinate shoot logistics and assist with franchise casting.
- Manage crew and talent on set for franchise shoots, coordinating with Ops team as needed.
- Implement feedback from the Pulso team.
- Adhere to Pulso's standards and internal processes related to content creation, ensuring consistent updates and maintenance of relevant systems of record.

Experience and Requirements

- Must be based in New York (preferred), Los Angeles (preferred) or Miami
- Demonstrated experience with video production for social media (minimum 2 years) using a variety of tools including Adobe Premiere Pro, Canva, Capcut, etc.
- At least one year of experience as a managing producer
- Keeps a pulse on the issues that concern the US-based Latino community
- Demonstrated commitment to progressive ideals, social justice and social change through your work and/or volunteer experiences
- Highly entrepreneurial and thrives in a startup digital environment
- Able to easily iterate, pivot and experiment
- Comfortable working remotely

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

- Has their own production equipment: camera, iphone, microphone, lighting etc.
- Is fluent in Spanish

Compensation

- This is a part-time, 3-month freelance role with the potential to renew. The compensation range is \$35-\$45 per hour, depending on experience, for a minimum of 20 hours per week.

Pulso 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.

Interested in applying? Submit your application using this link: <https://form.jotform.com/253356908387167>