



Content Director

Role: Content Director (Full Time, Remote)

Team: Pulso

Reports to: Chief Executive Officer

Location: 100% remote position with occasional travel once every 2-3 months

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 Latino 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 culture content via Instagram, TikTok and YouTube. 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.

Summary

Pulso is seeking a visionary Content Director to lead the organization into its next chapter of growth.

As Content Director, you will shape our editorial vision, expand our audience, build innovative storytelling formats, and lead a high-performing media network dedicated to engaging Gen Z and Millennial audiences wherever they consume content.

This role requires an entrepreneurial content leader who understands social platforms, audience behavior, creators, and digital business. You will oversee every aspect of editorial strategy while partnering closely with executive leadership to grow Pulso into the leading choice for Latinos on the internet.

Responsibilities

Here's what you can expect to do as Content Director:

Editorial Leadership

- Set and communicate the long-term editorial vision for Pulso.
- Lead day-to-day content operations across Pulso's platforms, setting editorial standards and priorities, fostering a culture of editorial excellence and driving innovation in storytelling, formats and content strategy.
- Ensure the accuracy, integrity, and consistency of Pulso's editorial standards across all content and platforms.
- Develop editorial priorities that balance current events, untold Latino history, and cultural moments relevant, especially, to Gen Z Latinos.

Audience Growth & Innovation

- Drive audience growth and engagement across all platforms and verticals.
- Develop new original video series and creator-led formats that scale in audience reach, build community, deepen audience loyalty, and drive revenue.
- Use audience insights and analytics to guide editorial decisions while maintaining the highest ethical standards.
- Expand successful series into long-form, livestreams, newsletters, podcasts, and other emerging formats.
- Encourage experimentation while maintaining a consistent editorial voice.

Team Management

- Lead, mentor, and inspire the content team, fostering a high-performance, collaborative and inclusive culture.
- Partner cross-functionally with leadership and sales to align editorial initiatives with broader business and platform goals.
- Identify and develop strategic opportunities to expand Pulso's reach and impact.
- Support recruitment of exceptional content talent and build leadership capacity throughout the editorial organization.

Brand Leadership

- Represent Pulso at conferences, interviews, industry events, and media appearances.
- Build and strengthen relationships with creators, journalists, civic leaders, and partners.

What Success Looks Like

During your first year you will:

- Establish a clear editorial vision understood across the organization.
 - Launch new flagship content franchises and validate at least one.
 - Increase audience growth across key platforms.
 - Strengthen team culture and talent development.
 - Improve engagement, retention, and watch time of Pulso series.
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Experience and Requirements

- Minimum 5 years of leading digital media organizations.
- Demonstrated experience managing content staff including freelancers and cross-functional teams
- Deep understanding of Gen Z media consumption.
- Proven success growing digital audiences.
- Expertise across social platforms and video storytelling.
- Excellent editorial judgment.
- Strong leadership, coaching, and communication skills.

Preferred but not required:

- Experience leading media through periods of rapid growth or transformation.
 - Creator economy experience.
 - Public speaking or on-camera experience.
 - Track record launching new content products.
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Benefits

- \$90,000 - \$125,000 salary range, with exact salary depending on experience and new staff rarely starting at the top of the range.
- Flexibility for work and life: Unlike a lot of places, we actually believe that people should only work 40 hours each week, except for occasional sprints that require more time in a week. We also trust everyone to make a schedule that works for them, as long as you're able to join all necessary meetings. Want to work more one day and less the next? Fine by us. Work better in the middle of the night than during the afternoon? Go for it. Need to shift your hours to be able to pick up your kid from school? All good.
- Health care after 2 months, with individual medical, dental and vision premiums fully covered and cost-share for dependents with FSA offered. Free online mental health support via TalkSpace.
- 20 paid vacation days, 13 paid holidays, 2 paid choice days and 10 paid sick days each year.

- Annual office closure at the end of the year / during the holiday season
- Professional development funds, with renewal of funds each fiscal year
- Cell phone and internet reimbursement
- 401(k) plan after 6 months, with 100% employer match on the first 3%

Apply

If this role sounds like a great fit, we'd love to hear from you! Please apply by following the link below:

<https://form.jotform.com/261973880994174>

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.