



CONTENT PRODUCER JOB DESCRIPTION

Job title: Content Producer

Supervisor: Digital Director

Location: Remote with a preference for Philadelphia

Travel Requirements: Limited

About IMPACT

Indian American Impact ("IMPACT") is a national organization that elevates the voices of Indian Americans, South Asians, and all historically excluded communities to ensure that every level of government reflects the diversity and values of the people it serves. We envision an inclusive, multi-racial democracy where the Indian American, South Asian, and all historically excluded communities are represented, empowered, and engaged in the pursuit of equity and justice in America.

Position Summary:

IMPACT is looking for a Content Producer who will work in coordination with the Digital Director to create innovative and engaging content for IMPACT's social media channels, website, newsletters and other outreach. The Content Producer will be responsible for creating graphics, videos, flyers, and illustrations that mobilize voters, spread awareness about key issues, combat disinformation, and position the organization as a vital resource for South Asian voters. Additionally, the Content Producer will be responsible for amplifying the work of South Asian candidates, elected officials, and leaders.

You Are:

- A talented graphic designer with 3-5 years of experience and a knack for breaking down complex ideas into digestible, creative, and compelling content for a wide range of platforms across digital, print, and video.
- A natural storyteller who understands the principles of pairing visuals with copy, engaging an audience, sparking interest and motivating action around key political issues
- An expert in the full suite of Adobe Creative Cloud products, especially Photoshop and Illustrator.
- A strong project manager with organizational skills, and great attention to detail
- You feel comfortable in a fast-paced and collaborative environment, but are also able to work independently and consider yourself a self-starter.
- You love staying up to date on the latest digital trends and memes and finding creative ways to apply that to IMPACT's work
- You are passionate about building multi-racial representation in our government, inspiring civic engagement, and fighting the spread of misinformation.
- You are able to prioritize and manage requests from various sources while also working well with varied work styles



Responsibilities

- Create content that drives audience growth and engagement
- Work with the Digital Director, Digital Organizer and Advocacy team to identify effective messaging, draft compelling copy, and conceptualize creative digital campaigns around Impact's key issues
- Understand campaign and organizational goals, and execute strategy to achieve those goals.
- Be comfortable producing, as well as repackaging and repurposing, digital content across Facebook, Instagram, Twitter, WhatsApp and Tik Tok.
- Collaborate across every department to build brand assets and collateral
- Manage multiple projects and timelines, and traffic content between relevant stakeholders
- Update and maintain monthly content calendar
- Build a comprehensive library of content that can be shared with influencers to be spread widely across the South Asian community.
- Help launch and produce content for the first-ever South Asian fact check website
- Project manage the translation of educational content to multiple South Asian languages

Culture and Compensation:

At IMPACT, we believe that one of the best ways to invest in our mission is to invest in our team. We offer competitive salaries and a benefits package that includes full health and dental coverage and three weeks paid time off plus national holidays. The Content Producer will be employed as a full-time position with a salary of \$70,000.

How to Apply:

To apply, please complete the form at www.iainpact.org/jobs and include a resume and cover letter. For questions about the position, please contact Ashni Mehta at ashni@iainpact.org. We will review applications on a rolling basis until filled.

IMPACT is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to gender, disability, race, age, national origin, color, creed, sexual orientation, sex (including marital and parental status), gender identity and expression, religion, economic status, ethnic identity, or veteran's status.