



Digital Communications Manager

The Michigan League of Conservation Voters (LCV) – one of Michigan’s largest, most impactful political advocacy organizations tackling drinking water contamination, the rapidly-worsening impacts of climate change, and efforts to undermine our access to the ballot – is seeking a full-time Digital Communications Manager to build and grow an online community of Michigan LCV followers by creating and sharing inspiring and informative content that calls people to action to protect Michigan’s land, air, water, and democracy.

The ideal candidate will be able to take a lot of information and make it into easily digestible and visually appealing graphics or photo/video content. They will be a natural at creating conversations that people want to be a part of and building a sense of community and belonging online. They will know how to maximize tools, technology, and resources to develop a social media strategy on traditional and emerging social media platforms that motivates people to stop scrolling and take action. They will be analytical, track content performance, and have a strong grasp on SEO and website management. This is an opportunity to apply the power and potential of graphic design and online advocacy to protecting the Great Lakes State and organizing Michiganders to make real, enduring change. This position, alongside a team of tenacious colleagues, will advocate for strong environmental protections, and build and amplify the voices of communities of color and other key constituencies who are disproportionately impacted by environmental issues.

About the Michigan League of Conservation Voters

The Michigan League of Conservation Voters is a statewide political organization whose mission is to elect pro-conservation candidates to office and to hold all decision makers accountable for protecting Michigan’s drinking water, attacking climate change, and expanding access to the ballot. We work closely with elected officials, business leaders, partner organizations, and advocates from across the state, and we have built a reputation as the leading, non-partisan political voice for Michigan’s land, air, water and democracy.

Michigan LCV is an equal opportunity employer. We assure equal treatment in hiring selection, promotion, transfer, compensation, benefits, training, discipline, and other personnel practices and terms or conditions of employment without regard to race, color, religion, sex, age, national origin, height, weight, marital status, genetic testing status, veteran status, disability, sexual orientation, gender status, or any other protected class established by all applicable federal, state and local laws and ordinances.

Job Responsibilities

This position reports to the Communications Director, is ideally based in Southeast Michigan or the Grand Rapids area, and is responsible for the following:

- **Graphic design:** Design content for Michigan LCV’s digital channels, including infographics, reels, stories, memes, rapid response digital ads, and flyers/graphics for events, simplifying complicated information into easily digestible and visually-appealing formats
- **Manage and grow our social media program:** Work with Communications Director to develop and execute a social media strategy and calendar that drives engagement, builds Michigan LCV’s brand,

shares stories and provides followers with frequent updates and actions that connect to our organizing and policy goals

- **Create a strong presence on social media:** Engage with lawmakers, partner organizations, and the general public on social media, interacting with followers, engaging social media users, tracking key decision makers and using social media to hold them accountable
- **Manage vendors:** Oversee web and digital vendors to ensure all materials are on message and on-brand
- **Manage our websites:** Manage regular updates and create compelling and timely content for the Michigan LCV and Michigan LCV Education Fund websites. Ensure content on Michigan LCV's web properties are utilizing SEO and AI web crawling best practices
- **Drive Digital Innovation:** Identify, experiment and implement emerging and new tactics/trends on social media to increase Michigan LCV's reach and ensure the organization's digital strategy is on the cutting edge
- **Track and report results:** Support the Communications Director by tracking and analyzing results of our digital communications program, including social media, and website results, and use that information to make decisions on strategy
- **Participate in all Michigan LCV political election work:** Do the hard work of campaigning, which means door-to-door field canvassing, text and phone banking, and attending campaign events

Qualifications

We are seeking candidates who are tenacious, self-starters, problem-solvers, innovators, and who will live our mission every day. You should have:

- Experience managing a social media program on multiple platforms and growing an online community
- A natural eye for visual design and storytelling with a mastery of Canva, with the ability to adhere to and enforce brand standards. Proficiency with Adobe Creative Cloud strongly preferred
- A sense of humor that shines through in your writing, content, and conversations with people from all kinds of backgrounds, with comfortability building relationships across lines of difference
- Strong on-camera presence and demonstrated ability to record and edit engaging social media video content as well as static content
- Ability to learn about topics that are new to you and break them down quickly to write clear, concise, conversational communications at an elementary school reading level
- Highly analytical with the ability to track content performance, paired with tech-savviness and ability to learn new digital platforms quickly
- Top-notch organizational, time, and project management skills with practice balancing short-term deadlines with long-term deliverables and multiple storylines, conversations, and tasks to stay on top of
- A self-starter who takes initiative to identify and resolve problems on their own, manages multiple projects independently from start to finish, and anticipates needs proactively
- Attention to detail and copyediting experience
- Experience using social media for fundraising
- Ability to communicate and collaborate effectively with teammates
- Experience working on elections and politics is preferred
- Reliable access to the internet, a phone to use for work purposes, and transportation for travel across the state as well as the ability to participate in campaign activities, either phone banking or canvassing.
- Cultural Competence:
 - Demonstrated awareness of one's own cultural identity and the ability to learn and build on varying community norms
 - Commitment to equity and inclusion as organizational practice and culture
 - Understanding of how environmental issues intersect with racism, economic and social

inequality in the U.S. and has a passion for working to dismantle these systems

Compensation & Benefits

Step 1 (0-4 years of paid and direct experience): \$76,220

Step 2 (5+ years of paid and direct experience): \$80,340

Michigan LCV offers a benefits package that includes health, dental, and vision coverage, long-term and short-term disability coverage, life insurance coverage, a retirement savings program, reimbursements for business-related travel, a generous paid time off policy, and a team of smart, funny, and kind colleagues working together to deliver on a mission that matters.

This position is in the bargaining unit for Michigan LCV Workers United and is covered by a collective bargaining agreement.

How to Apply

[Click here to apply](#). Applicants will be asked to include a portfolio or work samples with application, including examples of social content you've created including video, graphics and other relevant content.

Applications will be reviewed on a rolling basis. If you need accommodation or assistance with our online application process, please tell us how we can help by emailing jobs@michiganlcv.org or by calling us at (734) 222-9650.

We know not all strong candidates will have every skill we list. We still want to hear from you. Research shows that women, non-binary people, disabled people, and people of color are less likely to apply for a position if they don't meet every skill listed. At Michigan LCV, we believe our collective differences enable us to make better decisions, drive innovation, and deliver impactful results. We are committed to creating racial justice and equity within the environmental movement, and we know that begins with us doing the work ourselves.