

Creative Director The Hub Project

Location: Washington, DC

Status: Full-time; Exempt

Reports to: Executive Director

Position Summary

Launched in 2016, The Hub Project is made up of a growing team of communications, research, and organizing experts who have extensive experience in campaign strategy, digital, and polling and analytics. We believe in a country where everyone has the opportunity to succeed in our economy and participate in our democracy, and we make that vision a reality by partnering with advocacy groups – bringing surge capacity and coordination to build innovative and effective campaigns. We are a hardworking, yet close-knit, highly collaborative team, where great ideas, rather than formal hierarchy, are what drive the day.

The Creative Director will work with the Executive Director and the Hub digital, communications, policy, and campaigns teams to produce compelling digital content – especially in video form. The trends all say the future of digital is video (with many proof-points that that future is already here). The progressive movement, however, has not necessarily kept up with the times. This role will help fill a critical gap in nonprofit and advocacy organizations’ creative capacity by producing innovative, interesting, and often, laugh-out-loud funny visual content. They will lead a team of video editors, shooters, and producers to create professional-quality videos for dissemination by partner organizations via social platforms like Facebook and YouTube to drive online engagement, press amplification, and ultimately, help make progressive issues compelling and “cool” for the audiences we’ve historically failed to reach. A key part of this role will be to tap into pre-existing relationships – as well as developing new ones – with top talent to add credibility and buzz around our campaigns.

Essential Responsibilities and Tasks

- Work with the rest of the Hub team to brainstorm, craft, and disseminate innovative and creative visual content.
- Recruit top influencers from the entertainment, sports, and political worlds to participate in our campaigns.
- Advise our digital and communications teams on effective strategies to generate press and online engagement.
- Brainstorm themes, tactics, and messengers for campaigns around progressive issues and ideals. Keep a pulse on the latest trends and best practices for digital and creative content.
- Maintain and develop relationships with talent to build a pool of active influencers willing to be featured in our content.
- Manage our internal Creative Team.
- Perform other duties as needed.

Required Experience, Knowledge, and Skills

- 6 – 10 years of relevant work experience.
- Experience crafting and producing visual content.
- Expertise in video production for digital channels.
- Exceptional creativity and dedication to innovation.
- Experience managing staff and / or consultants.
- Extensive network of and experience managing talent agencies, influencers, and partner organizations.
- Experience targeting audiences online a plus.
- A sense of humor, adventurous spirit, and an openness to an evolving landscape.
- Interest in progressive issues and policies.
- Experience working in the progressive nonprofit or political space a plus.

How to Apply

E-mail your resume and cover letter as PDF or Word attachments to: recruitment@rabengroup.com. Please reference the exact title of the job you are applying for in the subject line. This announcement will remain posted until the position is filled.

Please note that only those individuals whose qualifications match the current needs of this position will be considered applicants and will receive responses from The Hub. Thank you for your interest.

New Venture Fund Careers

The Hub is a project of the New Venture Fund, a 501(c)(3) public charity that incubates new and innovative public-interest projects and grant-making programs. The New Venture Fund is committed to attracting, developing and retaining exceptional people, and to creating a work environment that is dynamic, rewarding and enables each of us to realize our potential. The New Venture Fund's work environment is safe and open to all employees and partners, respecting the full spectrum of race, color, religious creed, sex, gender identity, sexual orientation, national origin, political affiliation, ancestry, age, disability, genetic information, veteran status, and all other classifications protected by law in the locality and/or state in which you are working.