



Content Producer

Summary

Position Level: Manager, Mid-Level

Job Type: Full-Time

Reports To: Communications Director

Location: Hybrid (office in Washington, DC) or remote

Salary: \$80,000 to \$95,000, commensurate with experience

Benefits Include: Unlimited PTO, flexible work schedule, 100% employer coverage of medical, dental, and vision insurance for employee and up to 2 dependents, 403(b) employer contribution

About This Opportunity

We are seeking a **Content Producer** to join AAPD's communications team. The Content Producer will play a pivotal role in developing, curating, managing, and delivering engaging and accessible content across various platforms, to amplify AAPD's mission and impact. The Content Producer will have many opportunities to pitch and create their own content ideas, in addition to fulfilling requests from the Communications and Digital Directors and other AAPD colleagues.

We are seeking a detail-oriented self-starter who has 2-3 years of communications and/or social media experience, would describe themselves as "very online" and are passionate about disability rights, accessible and community-driven communications strategies, and fostering meaningful connections with diverse audiences.

The Content Producer will focus roughly 60% of their time on digital content, and the other 40% will assist with traditional communications and written content. Ideally the Content Producer would be able to work from AAPD's Washington, DC office a few times a month, and attend in-person events.

Responsibilities

- Write, create, and produce high-quality written, visual, and multimedia content for AAPD's social media that effectively communicates AAPD's initiatives, programs, events, and stories

- Manage content dissemination and scheduling across various platforms, including AAPD's website, social media channels, email campaigns, and print materials
- Manage (in collaboration with the Communications Team) written content from first draft through to final editing. Content may include articles, blog posts, op-eds, social media copy, videos, infographics, and more
- Prioritize accessibility in all materials, adhering to best practices and guidelines to ensure that content is not only usable and accessible for all individuals with disabilities, but sets a high, consistent standard of accessibility
- Collaborate with the communications team to tailor content for each platform to maximize engagement and reach
- Develop and maintain a system for storing digital content, including images, videos, templates, external media that features interviews or speeches by AAPD staff, and more
- Work closely with internal teams and partners to gather content ideas, stories, and closely track programmatic updates and events. Build strong relationships across AAPD and the disability civil rights field broadly to ensure accurate and timely content creation
- Provide support with rapid response content creation and other special projects for priority initiatives. Must be able to manage both rapid response and evergreen content
- Collaborate with the communications team to ensure the AAPD voice is consistent across all content and platforms, and that our messages are reinforced our content
- Monitor community discussion and engagement on social media related to current events, and use insights to provide recommendations for AAPD's content strategy
- Collaborate with external partners, influencers, digital strategists, vendors, and others to expand AAPD's digital presence

Job Requirements

- 3+ years of experience in content creation, copywriting, or editorial roles
- Proficiency in using content management systems social media platforms, and email marketing tools
- Strong understanding of disability rights and a genuine passion for advancing inclusivity and equity for people with disabilities
- Excellent written and verbal communication skills, with the ability to tailor content for different audiences and platforms

- Demonstrated ability to manage multiple projects simultaneously, meet deadlines, and maintain attention to detail
- Basic knowledge of graphic design principles and video editing
- Experience with web accessibility standards (WCAG)

Preferred Qualifications

- Disability Rights or Disability Justice work and/or personal experience
- Experience creating content that utilizes accessibility-focused practices beyond alt-text (including but not limited to captions, audio descriptions, ASL interpretation, and Plain Language use)
- Experience with creating video content (TikTok, Reels, Youtube Shorts)
- Experience using Canva, Adobe Creative Cloud, Davinci Resolve, and/or Final Cut Pro
- Knowledge of SEO best practices and digital marketing strategies
- Experience working within the nonprofit sector or advocacy organizations

How to Apply

We are accepting applications until Monday, June 24, 2024 at 11:59pm ET. This application and interview process will occur on a rolling basis, which means priority will be given to applicants who apply by Friday, June 14, 2024 at 11:59pm ET.

Please apply by filling out this application form (hyperlinked here), including uploading a resume and at least one sample showcasing your writing, social media creation, and/or multimedia skills.

If you have any questions or difficulty completing the form please email sisenberg@aapd.com with the subject "Content Producer"

About AAPD

AAPD is an equal opportunity employer. Our office collaborates across initiatives to actively uplift and center the diversity of the disability community in our work. All qualified applicants will receive consideration for employment without regard to race, religion, color, national origin, sex, sexual orientation, gender identity, age, status as a protected veteran, or status as a qualified individual with a disability. Applicants with disabilities are especially encouraged to apply.

AAPD has an office headquartered in Washington, DC, but also has flexible workplace and remote work policies. AAPD follows strong COVID-19 Prevention Policies in our DC office and whenever our staff are in-person.

We are looking to hire staff who embody our mission and are invested in building the disability rights movement. In addition to a salary range of \$80,000 – \$95,000 for this role, we offer all full-time employees:

- Unlimited PTO
- Flexible work schedule
- 403(b) with employer match
- 100% employer coverage of Health, Dental, and Vision Insurance for each employee and up to 2 dependents
- Access to an Employee Assistance Program (EAP)
- Professional Development opportunities