

ISPU is seeking a **Creative Communications Specialist**. We're looking for someone with proven graphic design experience and a strong portfolio of illustrations or other designs you've taken the lead on (infographics, videos, report PDFs, webpages, etc.). Our ideal candidate has familiarity with design software and technologies (Adobe Suite, Canva) as well as experience building out websites (Wordpress, HTML, CSS). You'll have a keen eye for detail and excellent communication skills. This role is both very self-led and responsive to the roles of many others within the organization. You'll need the ability to chip away at long-term creative projects while simultaneously meeting organizational deadlines as our research projects and development events and communications unfold across the year. The Creative Communications Specialist is responsible for the "look and feel" of ISPU, and will develop new modes of visual/audio communication while using and advancing our existing branding and templates. From infographics to reports to web pages to videos to podcasts, you'll ensure that ISPU's research and education materials about Americans who are Muslim and the issues that impact them are informative, slick, and identifiable as our work.

This role reports to ISPU's Director of Communications. The position is fully remote and candidates from across the country will be considered. Limited travel is required (1x/six months).

To apply, please submit an application using the form below, including your resume and portfolio and/or a link to two of the following:

- A longform, designed piece of media such as an infographic or a report
- 2-3 social media posts featuring imagery you designed
- A video you had a significant role in creating/editing
- A web page you had a significant role in creating

Applications are due by June 1, 2024, but will be reviewed on a rolling basis.

The Creative Communications Specialist supports the Director of Communications in all aspects of communication across the organization, and liases regularly with the Communications Campaigns Specialist. Their responsibilities include creating the bulk of ISPU's research publications both in print and online, managing and updating ISPU.org, innovating creative representations of research, and leading production of ISPU's podcasts, videos, social assets, and all other visual communications for research, development, and institutional needs. This role includes duties pertaining to:

Report Production:

- Lay out, edit, and finalize ISPU reports and other documents using Adobe Creative Suite
- Create and edit all graphs and figures for reports and analyses
- Maintain communications library and files

Graphic Design:

- Create and maintain design layouts for communications;
- Design promotional fliers for events, special programs, and all others
- Translate data points into bite-sized research visuals for social media
- Support the creation and updating of ISPU materials including annual report and donor and partner outreach materials
- Work with Campaigns Specialist and Director of Communications to plan for and execute additional creative media as needed

Website Management/ISPU.org

- Maintain website; ensure the most up-to-date news items, staff and board lists, and program and institutional information;
- Create and maintain website landing pages for research publications, online toolkits, events, campaigns, and scholars;
- Lead integration of development asks across ISPU.org
- Ensure impact stories and quotes are utilized across ISPU.org
- Liaise with developers and vendors as needed
- Manage SEO/Google Ads as related to ISPU.org
- Lead transitional website projects include a possible rebuild in the future

Podcasts:

- Plan, manage, and execute ISPU's podcast program, including scheduling interviews, conducting recordings, editing materials, and producing episodes
- Create social media assets related to podcast rollouts
- Coordinate with Development Director and Executive Director on ads and sponsorship strategy

Video Production/Animation:

- Create longer-form and bite-sized animated infographic videos highlighting ISPU data
- Film (or coordinate filming of) and edit other live-in-person videos as needed
- Create short videos highlighting new reports

Hubspot + other platforms

- Design templates for marketing emails
- Maintain fluency with Hubspot to support organizational use of many forms
- Integrate publication into Hubspot system by use of file storage and download forms
- Assist on social scheduling and email layout as needed, with Communications Campaigns Specialist being main lead

Events:

- Support development and research events as needed
- Liaise with audio-visual vendors utilized for events

Essential skills and knowledge:

- Bachelor's degree in any of the following or a comparable area of study: communications, graphic design, journalism
- Expertise with Wordpress, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Premiere, Canva, HTML, CSS;
 - Adobe AfterEffects, Adobe Audition, CMS platforms (ISPU uses Hubspot) a plus
- Experience designing collateral such as research reports, annual reports, one pagers, fliers, infographics in some capacity
- Experience video editing in some capacity;
- Experience with social media, newsletters, CMS, content writing, and media relations a plus;
- An interest and familiarity with American Muslim communities/America's faith landscape;
- Extremely detail- and process-oriented with an entrepreneurial spirit;
- Flexibility and cross-team collaboration;
- Ability to manage multiple work streams;
- Ability and desire to self-direct work flow according to agreed-upon priorities without daily direction;
- Ability to identify needs in work streams and address them without direct requests;
- Ability to take initiative and follow through consistently;
- Highly motivated, organized and comfortable with strict deadlines;
- Passionate, creative thinker who is proactive in driving new initiatives

Compensation and Benefits:

ISPU is an equal opportunity employer. We will not discriminate in hiring decisions based on race, color, national origin, religion, sex, disability, age, and genetic information. Must be US based and authorized to work in the United States.

Annual Salary Range: \$55,000 - \$60,000 (contingent on experience and geographic location).

Benefits include:

- Employer provided health, dental, and vision insurance
- 401(k) retirement plan
- 3 weeks paid vacation (increasing with years of service, up to 5 weeks with 5+ years of service)
- 12 days paid office holidays
- Professional development opportunities