

Career Opportunity
CREATIVE DIRECTOR
AMERICAN CIVIL LIBERTIES UNION of Massachusetts
Communications Department, 211 Congress Street, Boston, MA 02110

OVERVIEW

The American Civil Liberties Union of Massachusetts (ACLUM), a nonprofit public interest organization devoted to the defense of the Bill of Rights, invites applications for the full-time position of Creative Director to work in the Communications Department in our Boston affiliate headquarters. The Creative Director will work under the supervision of the Sr. Dir. of Development, Marketing, & Communications, with the ideal candidate being a creative and flexible individual, skilled at creative concepts, including copy, art, design, and market-media-message identification. Person must have the creative talent and vision to take high-end communication projects from conceptualization through final production.

ROLES AND RESPONSIBILITIES

Create and maintain ACLUM marketing materials; Design and illustrate materials for printed publications including pamphlets, brochures, reports, books, DVD and CD packaging, etc.

Design and maintain websites and web pages to promote ACLUM messages and overall ACLUM mission. Collaborate with ACLUM development department to design and produce fund raising materials, as well as comprehensive communication strategy for capital campaign materials, ensuring messaging is persuasive and accurately delivered.

Work strategically with all ACLUM departments, and when appropriate National ACLU headquarters, to create and design materials, displays, and advertising.

Oversee design and messaging consistency throughout ACLUM departments, projects and programs.

SUMMARY

The creative director is charged with determining the best ways for us to represent the ACLU of Massachusetts brand and identity across a variety of media, targeting a broad array of constituencies. It's very much a people-oriented job, involving development of high-level concepts for communication projects, both design and messaging. It also involves working with internal and external clients, pitching concepts, explaining design approach, and understanding client needs.

RESPONSIBILITIES

- Lead creative sessions for project kick-offs
- Manage multiple projects from concept through completion
- Develop creative programs and design concepts that meet the communication objectives of the organization and that advance our brand strategy
- Establish creative direction for the ACLUM online services and programs
- Supervise and inspire the creative team; generate multiple concepts for a campaign or project
- Work with the account team, strategy team, and copywriters to develop concepts and present to management
- Work with internal teams to generate ideas for pitching and proposals
- Manage team members
- Provide quality control over concepts and projects

REQUIRED SKILLS

- Undergraduate degree in marketing, communications, Liberal or Fine Arts or related field
- At least 4 years management experience working with web sites, e-marketing, and advertising
- Must possess a thorough understanding of interactive communications and delivery systems, processes, and user interface design as well as industry best practices
- Knowledge of layouts, graphic fundamentals, typography & limitations of the web; must understand Flash and have the ability to storyboard or translate ideas to designers and develop innovative motion graphics solutions

- A strong working knowledge of design, brand development, interactive engagement, and creative process, with particular emphasis on understanding the relationship between message, media, and market.
- Print and web design capabilities: must know how to work in both media for integrated campaigns
- Ability to lead projects from concept to completion. Apply best practices in user interface and interactive design, including image optimization and site mapping
- Experience with software such as Photoshop, Illustrator, InDesign & Flash
- Knowledge of HTML helpful
- Ability to make evaluative judgments
- Ability to communicate effectively, both orally and in writing
- Ability to supervise and train employees, to include organizing, prioritizing, and scheduling work assignments
- Passion, Integrity, and Energy!

EXPERIENCE & QUALIFICATIONS

- Bachelor's degree or 2-3 years work experience preferred.
- A complete working knowledge of both print production and graphic design for the Web.
- Thorough understanding of Development, fund raising, and membership communication needs.
- Macintosh platform technical expertise
- Experience working with QuarkXPress, InDesign Adobe Illustrator, Adobe Photoshop
- Ability to multitask, prioritize and complete tasks under deadline in a busy work environment.
- Excellent verbal and written communication skills, interpersonal skills and organizational skills.
- Interest in civil liberties and civil rights highly desirable.
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COMPENSATION

The ACLU offers a generous and comprehensive compensation and benefits package, commensurate with experience and within parameters of the ACLU compensation scale.

HOW TO APPLY

If you are a proactive and resourceful team player with a passion for public interest issues, please send a cover letter (with salary requirements), resume, and three samples of your best work to:

Hiring Director, ACLU of Massachusetts, 211 Congress Street, Boston, MA 02110; or by email to: info@aclum.org.

Applications will be accepted until the position is filled, which will not be before July 15, 2008. Please indicate where you learned of this job posting.

The ACLU is an equal opportunity/affirmative action employer and encourages applications from women, people of color, persons with disabilities, and lesbian, gay, bisexual, and transgender individuals.

The ACLU of Massachusetts comprises two separate corporate entities, the American Civil Liberties Union of Massachusetts (ACLUM) and the ACLU Foundation of Massachusetts (ACLUFM). Both the American Civil

Liberties Union of Massachusetts and the ACLU Foundation are organizations with the same overall mission, and share office space and employees. The ACLU of Massachusetts has two separate corporate entities in order to do a broad range of work to protect civil liberties. This job posting refers collectively to the two organizations under the name "ACLU."