Position Announcement: Director of Digital and Creative

The FrameWorks Institute—a nonprofit think tank that designs, conducts, interprets, and shares communications research to advance the resolution of social problems—seeks a director of digital and creative to innovate and lead the organization's visual and digital presence. The successful candidate will lead FrameWorks' public presentation unit, helping to guide and manage a team responsible for bringing our widely recognized communications research to life. This is an outstanding opportunity for an experienced professional with a strong track record of developing and producing multimedia interpretations of complex topics and with a passion for using digital and creative products to drive social change. The ideal candidate will work at the intersection of digital, creative, and agile design thinking – building on the strengths of each.

FrameWorks Institute staff of 20 is composed primarily of PhD-level researchers, and the organization has a vibrant intellectual life. Candidates should be intellectually curious, managerially experienced, and engaged in social issues.

This is a full-time position, based in Washington, DC. Occasional travel is required.

KEY RESPONSIBILITIES:
- Lead, direct, and drive FrameWorks' digital/creative team to deliver high-quality multi-media products including research reports, online toolkits and courses, videos and animations, presentations, infographics, and more.
- Develop and manage FrameWorks' digital platforms including the website and corresponding CMS, learning management system (LMS), email marketing, social media platforms, webinar platforms and third-party integrations.
- Lead the development and implementation of an integrated client and user relations management system (using CRMs), in close collaboration with senior management and unit managers.
- Develop FrameWorks' visual identity and implement coherence and quality-control across the organization to further its reputation.
- Complete the development of a new website to maximize impact, dissemination, user experience and engagement.
- Help foster a culture of design thinking, impact, and usability, acting as an internal champion of user-centric product development, leveraging data and analytics to better respond to the needs of the nonprofit sector.
- Lead and mentor digital team members to further their technical and design expertise.
- Act as the first point of contact to monitor and manage the external digital landscape (from the technical to the reputational).
- Provide guidance and expert knowledge on all things technological and digital such as enterprise information systems, webinar platforms, and A/V systems.

SKILLS AND EXPERIENCE NEEDED:
- 5 years of experience leading digital teams and producing digital products.

- Extensive project management skills across digital media products. This includes defining product objectives, establishing digital strategies, interfacing with partners, scoping project timelines and milestones, quality control, testing, and execution.
- Expert, technical knowledge of the Adobe Creative Cloud ecosystem and its foundational applications: Illustrator, Premier, Photoshop, After Effects, and InDesign, (or equivalent).
- Ability to lead the development of websites (including overseeing the following: front-end and back-end development, UI/UX design, SEO/content strategies, and security). Adequate understanding of HTML, CSS, and programming languages essential.
- Strong knowledge of and facility with integrated CRMs in order to initiate and inform the integration of systems and platforms.
- Ability to use data (derived from Google Analytics or other impact evaluation tools) to inform design decisions.
- Experience with learning management systems (LMS) and developing digital courses a plus.
- Exceptional design fundamentals: typography, color theory, composition, story-telling, presentation design, and audio/video/animation production.
- Ability to communicate ideas (oral, written, and visual) effectively and professionally, including proficiency with MS Word, PowerPoint, and their Mac-based analogs (Pages and Keynote).
- Highly collaborative, cooperative, organized, enthusiastic, and intrapreneurial. Must have a knack for problem-solving and creative thinking within a fast-paced organization.
- Ability to digest academic research and transform it into usable, accessible, and engaging.

EDUCATION:
BA in design, communications, marketing, or related fields. Technical certificates or equivalent evidence of experience are accepted.

COMPENSATION AND BENEFITS:
Salary will be commensurate with experience. At every level within the organization's personnel structure, FrameWorks' salaries are competitive with similar nonprofits of comparable size. FrameWorks values its staff and offers a comprehensive benefits package, including generous medical insurance, vacation, and family leave benefits; retirement and life insurance; optional pre-tax salary deductions for child care, medical, and transportation expenses; options for occasional telework; and more.

TO APPLY:
Review of applications will begin immediately and will continue until the search process concludes. So that we can assess what you might contribute to FrameWorks, please submit the following materials to jobs@frameworksinstitute.org, using the subject header line Creative and Digital Director Summer 2018.
- Resume or CV with complete employment history and educational background
- Cover letter explaining your interest in the position and its relevance to your career goals and your past experience
- Up to five work product samples that demonstrate experience and competency in position responsibilities—a mix of topics and audiences is preferred.

Recommendations of potential candidates are welcome. All recommendations, applications, and inquiries will be kept confidential.

FrameWorks Institute is deeply committed to equity, diversity, and inclusion. Accordingly, the organization's policy is to provide equal employment opportunities without regard to race, color, religion, sex, national origin, age, disability, marital status, veteran status, sexual orientation, genetic information, or any other protected characteristic under applicable law. Applications from people of color, women, persons with disabilities, and people who identify as LGBT are warmly encouraged.