



INNOCENCE PROJECT OF FLORIDA, INC.

Unlock the Truth

1100 East Park Avenue
Tallahassee, FL 32301
Phone: (850) 561-6767
Fax: (850) 561-5077
www.floridainnocence.org

Innocence Project of Florida – Creative Content Specialist December 15, 2022

The Innocence Project of Florida, Inc. (IPF) is seeking a Creative Content Specialist with a demonstrated passion for social justice. The Creative Content Specialist position will be a full-time position in a flexible/hybrid environment (remote and in-office) and will report to Communications and Community Outreach Coordinator. The Innocence Project of Florida is a 501(c)(3) non-profit legal defense organization dedicated to freeing the wrongfully convicted and helping them rebuild their lives. IPF is the premier criminal justice organization in Florida and has helped secure the release of numerous individuals who collectively spent over 588 years in prison for crimes they didn't commit.

DEVELOP ONLINE CONTENT:

- Coordinate and generate content for the organization's website, blog and social networking sites;
- Work with appropriate staff to ensure that online content is up-to-date and accurate;
- Research, implement and facilitate use of new technologies for communicating with IPF's supporters, including IPF's periodic "Inside Innocence" program, at the direction of the Communications and Community Engagement Coordinator;

SUPPORT SOCIAL MEDIA ENGAGEMENT:

- Create content including graphic design and multimedia production for the Project's social media platforms and digital and live events, at the direction of the Communications and Community Engagement Coordinator;
- Oversee the organization's video needs, including developing and managing the production of short videos about our work and hiring and overseeing production teams to film hearings, client releases and other events.

SUPPORT PRODUCTION OF ORGANIZATION'S PUBLICATIONS:

- Design and finalize layout of all digital and print publications, at the direction of the Communications and Community Engagement Coordinator;
- Engage with graphic designers, photographers, printers and mailing companies to oversee the production of publications when needed;
- Conduct interviews with staff, former clients and outside experts, and initiate research projects when necessary;
- Leverage knowledge of photography, videography, and video production technology to create compelling campaigns for fundraising and/or advocacy;
- Maintain the organization's photo and video archive and assist staff members with photo use as needed.

PROVIDE SUPPORT FOR FUNDRAISING COMMUNICATIONS:

- Work with the development staff to increase giving through our websites and social networking sites, including the design of digital and print event promotions and marketing materials;

Additionally, the Creative Content Specialist will be required to:

Please remember the Innocence Project of Florida in your will and other estate plans.



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- Attend training and professional development programs, as assigned; and
- Attend IPF public events, as assigned, to properly document events.

QUALIFICATIONS & EXPERIENCE

- Bachelor's degree in a communications, graphic design, and/or liberal arts field preferred.
- 1-2 years online and print and online communications experience.
- Familiarity with social networking sites and a passion for using these tools to engage online audiences to take action.
- Familiarity with Adobe Creative Cloud and other graphic design software.
- Photo and Video production experience preferred.
- The ability to speak and write in Spanish a plus.

KEY COMPETENCIES

- Excellent writing and editing skills.
- Detail-oriented and superior organizational skills.
- Ability to grasp legal and criminal justice issues and translate those issues into persuasive and easy-to-understand language.
- A strong, demonstrated commitment to remedying injustice on behalf of vulnerable populations in general and to IPF's core mission of finding and freeing innocent people in Florida's prisons.
- Ability to work well with others to achieve shared communication goals.

COMPENSATION:

The anticipated salary range for this position is \$35,000-\$45,000

BENEFITS:

Besides being afforded the opportunity to work in an exciting, dynamic and collegial small-office environment, the Creative Content Specialist will receive a generous public interest salary commensurate with their level of experience; full health insurance coverage (with ability to add family coverage for additional salary withholding), short- and long-term disability coverage, life insurance and a generous vacation and sick time allowance.

HOW TO APPLY:

Please submit resume, cover letter, creative work sample, and list of references to application at www.floridainnocence.org/employment

The Innocence Project Florida is an equal-opportunity, affirmative-action employer, that strives for diversity among its applicant pool as well as within its staff and board. We do not discriminate in employment decisions based on race, color, religion, sex, gender identity, sexual orientation, national origin, citizenship, age or disability. We strongly encourage people from all backgrounds, especially racial and ethnic minorities, veterans, people with disabilities, and smart people with non-linear/non-

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traditional experience and educational backgrounds to apply for this position. Most importantly, no matter their background, the person selected for this position must embrace, advocate for, and deeply value equity, diversity, and inclusivity.

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