

MICHIGAN SENATE

SENATE MAJORITY LEADER

POSITION POSTING

DIGITAL CONTENT PRODUCER

SUMMARY:

Under the direction of the Senate Majority Leader and supervised by the Communications Director, the Digital Content Producer assists with the functions of the digital media team. The Digital Content Producer plays a key role in capturing, producing, and distributing high-quality video content to support the Majority Caucus and member offices. This position ensures that Senate communications effectively engage the public through compelling visual storytelling, with a strong emphasis on videography, editing, and multimedia strategy.

ESSENTIAL JOB FUNCTIONS:

- Assists in the development, filming, and editing of video content for Senate members and the Majority Caucus, including issue-based videos, public service announcements, and on-location recordings
- Documents and/or livestreams events at the Capitol and in districts for member and Caucus-wide initiatives, including legislative activities, rallies, press conferences, town halls
- Captures and maintains b-roll footage to build a robust library of topical and geographic assets
- Distributes video and audio content to media outlets
- Collaborates with Senators and Communications Specialists to plan video projects, draft scripts, and ensure strong narrative storytelling.
- Distribute completed videos across digital platforms, optimizing for reach and engagement.
- Pulls and edits video clips from Senate sessions, floor speeches, committee hearings, and testimony for timely digital use
- Coordinates in-district shoots with Senate members to capture high-quality visual content that supports district-specific communication
- Works closely with the Deputy Communications Director and digital team to develop and execute video and digital communication projects

SECONDARY DUTIES AND RESPONSIBILITIES:

- Assists Senate Majority communications team with writing and other communications efforts as needed
- Stays current with best practices for digital video trends, livestreaming, platform-specific video strategies, and emerging technologies to enhance content production
- Performs all other duties as assigned by the Communications Director

EDUCATION/EXPERIENCE:

- A degree in communications, political science, digital media or similar field is preferred
- Two years of experience with social media platforms, photography, graphic design, and videography preferred
- Experience and familiarity with social media programs such as Sprout Social, Buffer, Facebook, Twitter, Instagram and the Adobe Suite
- Other combinations of education and experience evaluated on an individual basis

SKILLS AND KNOWLEDGE REQUIRED:

- Ability to develop and maintain good working relationships with colleagues, legislators and with staff, lobbyists, and other interest groups
- Ability to work independently and as part of a team
- Excellent organizational skills and ability to maintain strict attention to detail
- Knowledge of the legislative process and of the structure and policies of state government
- Ability to use basic computer applications, including Microsoft Outlook, Word, and Excel
- Excellent written and verbal communication skills
- Ability to work outside of normal work schedule, as necessary
- Ability to prioritize multiple tasks in a fast-paced environment and meet deadlines that may be rigid or subject to change on short notice
- Ability to use diplomacy, discretion, and good judgment when disseminating information

This job description is not intended as a comprehensive list of all of the duties required of this position. Additional duties may be assigned from time to time, and the listed duties are subject to change at any time, with or without notice.

All offers of employment at the Michigan Senate are contingent upon clear results of a criminal history background check. Background checks will be conducted after a tentative offer of employment has been made and accepted.

STATUS: Salaried, with a standard benefits package

SALARY: \$50,000 - \$70,000

GOVERNING CAUCUS: Democrat

This is a non-civil service, at-will position.

Interested applicants, please direct inquiries, cover letters, and resumes to:

Michigan Senate

PO Box 30036

Lansing, MI 48909

Email: EPenn@senate.michigan.gov

The Michigan Senate considers applicants for all positions without regard to race, color, religion, creed, gender, national origin, age, height, weight, disability, marital status, sexual orientation, gender identity or expression, or any other legally protected status. If you are a person with a qualified disability, you may request any needed reasonable accommodation to participate in the application, testing, and/or interview process by contacting the Senate ADA Coordinator at 517-373-1675

