

DEPUTY DIRECTOR OF DIGITAL JOB DESCRIPTION

About Us:

The Office of Governor Gavin Newsom is dedicated to advancing the priorities and initiatives of the State of California, guided by principles of equity, innovation, and progress.

Position Overview:

The Office of California Governor Gavin Newsom is looking for a talented creative to join its digital team, with a focus on producing and editing high-performing videos for social platforms. The ideal candidate for this role has experience filming and editing video, a passion for California, and an understanding of what resonates with viewers on various social platforms.

Responsibilities:

- Work under tight deadlines to create original, shareable videos for social platforms.
- Edit videos using a mix of original footage, news footage, and archival footage.
- Develop and execute high-potential concepts for new videos.
- Capture video content to be used on multiple platforms.
- Give notes and constructive feedback on content produced by other members of the digital team and government communications professionals.
- Draft social media posts as needed.
- Assist with social media monitoring and reporting.
- Assist larger communications team as needed.

Requirements:

- Deep understanding of the Adobe Creative Suite, particularly Premiere Pro.
- Experience editing videos for social platforms.
- Experience working with a variety of different cameras.
- Ability to translate complex policy issues into content for digital platforms.
- Strong organizational skills with the ability to manage multiple projects at once.
- Knowledge of what works on various social platforms.
- Experience filming and with executive principals.
- Flexibility to adapt to changing priorities, tight deadlines, and evolving project needs.
- Willingness to travel on short notice.

Application Instructions:

To apply, please submit a resume, cover letter, and portfolio highlighting your relevant experience and accomplishments. Applications should be sent to erin.mellon@gov.ca.gov with the subject line " Deputy Director of Digital - [Your Name]".

The Office of Governor Gavin Newsom is an equal opportunity employer committed to diversity, equity, and inclusion. We encourage individuals from all backgrounds to apply.