

Communications Manager
Georgia Center for Opportunity
Atlanta, GA

Georgia Center for Opportunity is independent and non-partisan and dedicated to creating opportunities for a quality education, fulfilling work, and a healthy family life for all Georgians. We study and understand the obstacles along these pathways and work to break through the barriers that keep individuals and families from thriving. By following our innovative Breakthrough process, GCO researches and develops solutions that address barriers to opportunity, promotes solutions to policymakers and the public, and helps innovative social enterprises deliver results on the ground.

With offices in Peachtree Corners of metro Atlanta, GCO is a fast-paced, entrepreneurial, and highly collaborative environment. We have an opening for a Communications Manager who is a self-starter, enjoys working with a team, loves new challenges and, above all else, desires to enrich the lives of other people.

The Communications Manager is responsible for managing and executing on the organization's communications strategy and its day-to-day communications needs in cooperation with GCO team members and contractors.

While we are looking for candidates who are able to meet the responsibilities set forth below, we are especially interested in those who want to grow with the organization and demonstrate an interest in and ability to build and, ultimately, lead a communications team.

RESPONSIBILITIES

Strategy

- In coordination with GCO staff and contractors, help build and execute a communications plan that makes GCO a known entity across the state of Georgia and beyond and helps GCO build on its network of donors, community partners, and participants from past GCO working groups, Fellowship program, town halls, trainings, and delivery projects.
- Identify and develop the use of innovative technologies that will best support GCO's mission and overall strategic direction.
- Coordinate the participation of GCO staff in thought leadership opportunities (e.g., conferences, speaking engagements, authoring of articles, and media engagement).

Media Relations

- Identify significant media and publicity opportunities to leverage and promote GCO's program work.
- Create and implement media outreach plans.
- Manage key media relationships, placement of articles, and other forms of GCO expert commentary across media outlets.
- Oversee organizational responses to media inquiries about GCO and our work.
- As needed and as experience allows, act as a spokesperson for GCO in various media.

Website and Blog

- In partnership with other team members, as needed, further develop GCO's website to maximize its value as the primary platform for providing information and engaging with the public.

- Ensure website content is accurate, timely, engaging, and consistent with GCO's strategic objectives.
- Understand and utilize web data analytics to inform decisions and add value to GCO's mission.
- Manage all aspects of blog operations including maintaining and disseminating blog guidelines, coordinating the schedule of regular and guest bloggers, processing blog posts, selecting and posting appropriate images, and providing tech support to others as needed.
- Work with internal staff to identify and recruit guest bloggers.

Social Media and Email

- Manage GCO's presence on social media platforms: including but not limited to Facebook, Twitter, and LinkedIn to enhance and leverage the value of those platforms for GCO.
- Identify new social media platforms as appropriate for inclusion in our overall social media strategy.
- Determine strategic use of email in campaigns, manage email execution, identify and implement email integration with CRM platform (Salesforce).
- Manage action alerts platform in conjunction with GCO's Policy Advancement team.

Communications Management and Reporting

- Work with other GCO staff as needed to create content for all communications channels that is well conceived, well written, and engaging.
- Work with outside vendors as needed to design and develop print and electronic materials.
- Work with the leadership team to ensure communications projects are on track and GCO has the necessary resources including technology to support the implementation of the communications plan.
- Partner with GCO's Development team to ensure that Salesforce supports GCO's communications efforts and that contact data is accurate and up to date.
- Report on communications plan and campaign performance.

QUALIFICATIONS

- Demonstrated commitment to and alignment with GCO's core values and strategic principles.
- Minimum three years of relevant communications experience.
- Experience utilizing websites, email, social media, and print material to engage multiple audiences and achieve desired results.
- Demonstrated ability to curate content for digital communications.
- Demonstrated ability to manage others and effectively work with contractors.
- Ability and willingness to work independently and in teams, take initiative, and think creatively.
- Project management skills, including a strong attention to detail, the ability to multi-task, prioritize and meet deadlines.
- Exceptional verbal and written communications skills essential, including a proven ability to communicate in a succinct and engaging manner. Copy editing proficiency required.
- Ability to define, communicate and implement a design sensibility throughout all of GCO's external facing communications.
- Knowledge of WordPress preferred.
- Experience working with Salesforce is a plus.
- While some remote work is likely, near-daily interaction with the team in an office environment is expected.

COMPENSATION

GCO offers a competitive salary, commensurate with experience. GCO provides employees with access to excellent benefits: health insurance, dental insurance, vision insurance, 401k plan, life insurance, and accrued vacation and sick leave. This position also offers the right candidate significant opportunities for professional development and growth.

APPLICATION PROCESS

Qualified candidates should submit the following in one PDF file with your name in the file:

- Résumé
- Cover letter detailing your sincere interest in this position/the mission of GCO and your salary requirements
- Two professional references
- Recent writing sample (e.g., appeal letter, published article, blog post)

Please respond with the required documents to careers@georgiaopportunity.org.

While we thank all applicants in advance for their interest in this position, we are only able to contact those to whom we can offer an interview. No phone calls, please.