



## Position Opening

# Communications & Marketing Director

**Salary:** \$80,000-90,000

**Status:** Full-Time, Exempt

**Reports to:** Executive Director

**Positions Reporting to this Position:** Digital Organizer, another hire

**Location:** Atlanta, GA

## Description

The Georgia Conservation Voters family of organizations includes the Georgia Conservation Voters, Inc., the Georgia Conservation Voters Education Fund, and the Georgia Conservation Voters Action Fund. The Georgia Conservation Voters (GCV) mission is to advocate for public policies that advance a more just and sustainable future, campaign for candidates who will make climate and environmental justice a priority, and hold elected officials accountable for their actions and votes. The Georgia Conservation Voters Education Fund (GCVEF) mobilizes Georgians to advance climate and environmental justice through education, advocacy, and other forms of civic engagement. The Georgia Conservation Voters Action Fund (GCVAF) campaigns for climate champions. These complimentary organizations hold Georgia legislators and policymakers accountable for their actions on climate and environmental justice.

The Communications & Marketing Director will lead all aspects of the organization's communications and marketing work. This is an executive-level leadership role, responsible for growing and maintaining positive brand recognition for all three entities, expanding each organization's reach within our target audiences, and ensuring organizing and issue campaigns are optimized to achieve top performance. This individual must be able to work independently and manage a dynamic team, working closely with directors, board members, other GCV team members, vendors, and consultants to maximize outcomes. The qualified candidate is able to demonstrate knowledge about environmental and climate justice issues; is knowledgeable about different communications formats (text, audio, video, etc.) and channels (email, social media, print, etc.); has a strong competence in developing communications and marketing campaigns; is a strategic thinker; analyzes data and measures progress; is proactive and able to chart a path forward; and is process-driven and detail-oriented.

## Responsibilities:

- Work with directors to develop, evaluate, and optimize communications strategies and marketing campaigns to reach our target audiences and increase engagement
- Track, measure, analyze, and report on the results of campaigns to inform future efforts and make improvements where necessary to maximize engagement and conversions
- Manage our constituent resource management database (EveryAction), ensuring contacts are properly entered with appropriate activist codes, source codes, tags, campaigns, etc.
- Work with directors and program staff to grow the number and quality of contacts in our EveryAction database, helping to increase our overall audience size and expand our reach within our target audience
- Recruit, brief, and manage internal and external team members, including staff, contractors, freelancers, printers, designers, etc., to ensure high quality and timely content delivery
- Develop and maintain a consistent content production and review process to ensure created content is consistent with our brand, optimized to provide the greatest possible ROI, is accurate and error-free, and has been formally approved before publication
- Oversee the management of multiple communication modes and channels, including the website, social media, emails, print media, digital ads, online forms, podcasts, and video.
- Create and manage an overall content calendar using Asana (project management software)
- Work with directors to create strategies to improve storytelling about our work and combat disinformation
- Work directly with press and media to increase the number and quality of press hits
- Conduct polling & message testing to inform adjustments to content and messaging quality or timing
- Work within a budget and report any overspending.
- Produce accurate reports and dashboards to track communications goal progress
- Keep informed of current trends in marketing and communications and determine what practices we can adopt or how to shift and improve our existing practices

## Qualifications

- **Ability to quickly learn** GCV, GCVEF, and GCVAF's programs and priority issues to effectively communicate each organization's work across multiple channels.
- **Work Experience:** Must have a minimum of 5-7 years of experience in social media management, online organizing, marketing, communications, public relations, email

advocacy, journalism, or other media, or any equivalent combination of education, training, and work experience. Ideal candidates have experience in a political context, preferably in social justice or environmental organizations, and have knowledge applying the principles and practices of communications and marketing to the nonprofit environment.

- **Project management skills:** Demonstrates high levels of organization and experience working within a budget, meeting deadlines for multiple projects, and ensuring ROI on marketing campaigns. Can successfully manage numerous campaigns running simultaneously and has experience intervening if things are going off-track.
- **People management skills:** Demonstrates an ability to formulate communications and campaign marketing plans and guiding a team or external contractors, freelancers, and other partners to deliver them. The ideal candidate has experience working with a team to determine and prioritize projects and tasks, establish expectations for their delivery and performance, and effectively delegates rather than micro-manages tasks.
- **Industry skills:** Demonstrates an understanding of current communications and marketing trends. The ideal person has a creative mindset and is forward-thinking and innovative, willing to push our organizations into trying new things that align with and help us achieve our mission, vision, and goals.
- **Communication skills:** Excellent verbal, reading, and writing skills are critical for this position. There is a high volume of written materials that will flow to this position, and this position will frequently have to adopt all or part of the materials for communications and marketing efforts. Preferred bilingual in English and Spanish or other languages.
- **Technical skills:** Must have experience with or be willing to learn to use EveryAction (our constituent resource management system, a.k.a. people database); Asana (project management system); and Google Workspace applications (ex., email, file management, calendar system, Google Groups, etc.). High proficiency in design software like Canva is preferred. Knowledge of social media platforms preferred. Candidates must already know or can learn web design and management using WordPress.
- **Cultural Competence:** Shares our commitment to increasing racial diversity in our movement and organization, integrating justice and equity into the work, and ensuring an inclusive organizational culture. Should have a complex understanding of black, indigenous, asian, latino, and other POC communities, young people, and an unwavering commitment to racial justice.
- **Ability to travel:** Must be willing to travel extensively for events, staff retreats, other meetings, and professional development opportunities; expect frequent local travel (1-2 times per week), in state at least 1-3 times a month, and out of state every 4-6 months.

## Compensation

The salary range for this position is posted at the top of this job description. The salary is commensurate with similarly situated nonprofit advocacy organizations, and the final amount will depend upon experience and qualifications.

Georgia Conservation Voters provides paid vacation and sick leave; health, vision, and dental insurance; and a 401(k) retirement plan. GCV also supports a healthy work-life balance by supporting flexible working practices, which include flexible working locations and hours, extensive time off, professional development support, and support for holistic health, including therapy reimbursement.

## To Apply

**Submit your cover letter and resume before the deadline posted on the website using the application found at [gcvoters.org/careers](https://gcvoters.org/careers).**

If your experience is mostly out-of-state, please speak directly to why you want to do this work in the state of Georgia in your cover letter.

GCV is an equal opportunity and fair chance employer committed to a just, equitable, and inclusive workplace. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status, or record of arrest or conviction. We encourage applicants with disabilities who may need accommodations in the application process to contact: [jobs@gaconservationvoters.org](mailto:jobs@gaconservationvoters.org)