



Position Opening

Press & Media Manager

Salary: \$60,000-70,000

Status: Full-Time, Exempt

Reports to: Communications & Marketing Director

Positions Reporting to this Position: none

Location: Georgia (frequent in-state travel required)

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 prioritize climate and environmental justice, 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 Press & Media Manager will enhance the organization's visibility and impact by strategically managing press and media relations and paid media communications. Reporting to the Communications & Marketing Director, this position will develop and implement media strategies, cultivate relationships with journalists, and generate media coverage to amplify Georgia Conservation Voters' advocacy efforts and initiatives.

Responsibilities:

- **Media Strategy Development:**
 - Collaborate with the Communications & Marketing Director to develop and execute comprehensive media strategies aligned with organizational objectives.
 - Identify critical media opportunities and develop plans to leverage media coverage for maximum impact.
 - Stay abreast of current events, legislative developments, and trends relevant to Georgia Conservation Voters' mission.
- **Press Relations:**
 - Cultivate and maintain relationships with journalists, editors, producers, and media outlets at the local, state, and national levels.
 - Pitch stories, press releases, op-eds, and other media materials to secure coverage of Georgia Conservation Voters' initiatives, events, and campaigns.
 - Serve as the primary point of contact for media inquiries and coordinate interviews with organizational spokespeople.
- **Media Outreach:**
 - Proactively seek out media opportunities, speaking engagements, panel discussions, and guest contributions to increase the organization's visibility and thought leadership.
 - Identify opportunities for editorial partnerships, media collaborations, and media sponsorships to expand reach and engagement.
- **Content Creation:**
 - Lead the development of press releases, media advisories, talking points, and other media materials in collaboration with the Communications & Marketing team.
 - Craft compelling narratives and story angles to communicate the organization's mission, impact, and advocacy efforts effectively.
 - Oversee multimedia content creation, including videos, infographics, and social media assets, to support media outreach efforts.
- **Media Monitoring and Analysis:**
 - Monitor media coverage and track mentions of Georgia Conservation Voters in traditional and digital media channels.
 - Provide regular reports and analysis of media metrics and coverage trends to assess impact and inform future strategies.
- **Crisis Communication:**
 - Develop and implement crisis communication plans and protocols to effectively manage and respond to media inquiries during sensitive or high-profile situations.

- Serve as a spokesperson for the organization as needed during crisis situations or media inquiries.
- **Paid Media Campaign Strategy and Development:**
 - Collaborate with organizing and political teams to create comprehensive paid media strategies, including door canvassing, phone banking, texting, mail, radio, digital, TV, billboards, and other creative mass media tactics.
 - Identify the most influential media channels for different campaigns and manage the media buying process.
 - Work with creative teams to develop compelling, impactful advertising materials aligned with campaign goals.
 - Oversee the budget for paid media campaigns, ensuring efficient allocation of resources and maximization of return on investment.
 - Monitor and analyze campaign performance, providing regular reports to stakeholders and adjusting strategies as necessary.
 - Liaise with external partners, media agencies, and vendors to ensure seamless execution of campaigns.
 - Stay informed about the latest trends in paid media and propose innovative approaches to increase campaign effectiveness.

Qualifications

- **Ability to quickly learn** GCV, GCVEF, and GCVAF's programs and priority issues and effectively communicate each organization's work across multiple channels.
- **Work Experience:** The candidate must have at least 5-7 years of experience in press relations, media outreach, or journalism and/or a Bachelor's degree in communications, journalism, public relations, or any equivalent combination of education, training, and work experience.
- **Industry skills:** Knowledge of environmental issues, climate justice, and advocacy is strongly preferred. Ideal candidates also have experience in political, social justice, or environmental organizations and knowledge of the nonprofit environment. Strong understanding of media relations principles and practices, including media pitching, messaging, and storytelling. Demonstrated ability to cultivate and maintain relationships with members of the media and secure media coverage.
- **Project management skills:** Demonstrates high levels of organization and experience working within a budget, meeting deadlines for multiple projects, and ensuring ROI on media campaigns and initiatives. Can successfully manage numerous campaigns running simultaneously and have experience intervening if things are going off-track.
- **Communication skills:** Excellent written and verbal communication skills, with the ability to craft compelling narratives and messages for diverse audiences. A high volume

of written materials 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:** Proficiency in media monitoring tools and platforms and social media platforms. 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 (e.g., email, file management, calendar system, Google Groups, etc.).
- **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, native, Asian, Latine, and other communities of color, 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, dental insurance, and a 401(k) retirement plan. GCV also supports a healthy work-life balance through flexible working practices, including flexible working locations and hours, extensive time off, professional development support, and holistic health support, including therapy reimbursement.

To Apply

Submit your cover letter and resume by Friday, May 3, 2024 using the application found at gcvoters.org/careers.

If your experience is primarily out-of-state, please explain in your cover letter why you want to do this work in Georgia.

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