Communications Specialist Job Description

About the Organization

Established in 2003, Voices for Georgia’s Children (Voices) is a nonprofit organization devoted to child policy and advocacy. Our mission is to be a powerful, unifying voice for a public agenda that ensures the well-being of all of Georgia’s children. We are an information source, convenor, coalition builder and advocate for policies and actions that ensure Georgia’s kids grow up to be healthy, educated and productive citizens.

Our long-term policy agenda for children focuses on three major issues: Early Childhood, Child Health and Transitioning Youth. To achieve our goals we are active lobbyists at the state and federal levels and work closely with both public and private sector professionals to identify and promote improvements in policies and systems that serve children. In addition, we work to build public interest and public will to make the needs of children a priority in our state. We provide leadership for a number of coalitions and networks that expand our advocacy to organizations and citizens across Georgia, including JUSTGeorgia (for juvenile justice), the Georgia Birth to Five Coalition, and the Georgia Children’s Advocacy Network (GA-CAN!).

Voices is an independent, nonpartisan organization affiliated with Voices for America’s Children. Our budget is close to one million dollars annually and comes primarily from foundations with additional support from individuals, corporations and fundraising events. Since 2003 the staff has grown to seven full time employees and one part time employee.

The Importance of Communications to Voices for Georgia’s Children

As an advocacy organization that attempts to influence the political process, we must be available, responsive, and nonpartisan in all of our communications. Voices’ communicates with a variety of constituencies, including state and federal elected officials, government agency executives, partner organizations, individual advocates, funders, and members of the media.

Our communications mediums also are diverse, ranging from print publications, to online communications, earned media, social media, conferences, and public speaking engagements. Because of this diversity, our communications must be consistent, compelling and timely; targeted to the appropriate audience; and written for the appropriate communications medium.

To ensure our communications are most effective, the communications specialist must work collaboratively with all members of the Voices staff and coordinate the dissemination of information to maximize our messages. Depth of knowledge about all of our issues will be difficult but it is essential to understand and appreciate the guiding principles of our policies and the political context of our work.

About the Position

The Communications Specialist ensures active, consistent and meaningful communications on a day-to-day basis with child advocates and community organizations through online and print communications. With guidance and support from policy and fundraising staff, he/she ensures that our constituents are informed, confident, and ready to raise their voices for children.
In addition, the Communications Specialist works closely with Voices’ advocacy and policy staff members to draft and disseminate information to the organization’s networks and coalitions, among others, and to create collateral for and promote special events.

The Communications Specialist must be an excellent writer and give exceptional attention to detail. It is critical that he/she understand the importance of targeting communications, including how to write for a specific audience and select the most effective communications medium. The person must also understand the importance of consistency in communications – in her/his writing and design and that of Voices’ staff.

To continuously improve our communications, the Specialist must routinely review and evaluate analytics available through our electronic media and support other evaluation techniques such as on-line surveys. The person must be committed to staying current on the research and new uses of communications technologies and software and should feel responsible for recommending new strategies and applications to the Executive Director and staff.

Although the position serves all aspects of Voices’ work in collaboration with staff members, the Communications Specialist reports directly to the Executive Director. There is an opportunity for this position to grow quickly in independence and responsibility and to be recognized appropriately.

Major responsibilities include, but are not limited to:

- Website maintenance and content development (using the WordPress content management system) for www.georgiavoices.org
- Maintenance and support for www.justga.org and for micro-sites such as www.georgiavoices.org/birth-to-five
- Managing Voices’ email marketing system (called Salsa) and maintaining the organization’s supporter database
- Managing Voices’ social media, including Facebook, Twitter, LinkedIn and YouTube accounts
- Designing print collateral, including brochures, short publications, and event invitations and signage
- Integrating/cross-promoting all of Voices’ communications
- Working with vendors, including website developers, graphic designers and print companies
- Supporting Voices’ basic media relations, including writing press releases and statements, maintaining media lists, and collecting media mentions
- Providing support to Media Relations consultants contracted for special promotions
- Measuring and evaluating Voices’ online and print communications and media relations
- Editing communications materials written by Voices’ staff and ensuring all communications adhere to the organization’s style guide
- Working with Voices’ staff to execute special events, including developing event communications, promoting the event and taking photographs during the event
Necessary qualifications, experience and skills:

- Bachelor’s degree, preferably in communications, mass media, political science or related field
- At least five years of work experience and demonstrated success in a communications role that includes social media
- Exceptional writing and editing skills, including the ability to write for a variety of audiences and communications mediums
- Excellent organizational skills, able to multi-task and set priorities, and comfortable with asking for help or reconsideration of priorities
- Able to regularly measure and evaluate Voices’ communications using Google Analytics, Facebook Insights and Google Alerts
- Extremely detail oriented and comfortable developing and/or working with project plans/timelines
- Flexible and able to work effectively under pressure and deadlines
- Comfortable using a Mac computer
- Tech savvy and strong problem-solving skills
- Experience working with a website content management system (experience using WordPress a plus)
- Experience working with an email marketing system (experience using Salsa a plus)
- Experience using social media, including Facebook, Twitter, LinkedIn and YouTube
- Proven print collateral design experience (preferably using an Adobe Creative Suite program)
- Creative and resourceful
- Able to work collaboratively with vendors, consultants, and Voices’ staff and board
- Media relations experience, including writing press releases and statements, building media lists, and collecting media mentions
- Personal flexibility for after-hours meetings, deadline demands, and travel
- Interest in public affairs and the political process

Compensation

This is a salaried, first-level management position with room for growth. Voices regularly reviews the nonprofit marketplace and budgets salaries to be competitive in the Atlanta market. The organization provides health benefits for employees with access to group rates for families, disability insurance and workplace parking. In addition, Voices is family friendly in negotiating work schedules.

To Apply

Please submit a cover letter, resume and relevant writing samples as attachments by email to info@georgiavoices.org with the subject, “Communications Specialist.” Applicants will receive acknowledgement of receipt, but are asked to initiate no further communications before being contacted by Voices. Application deadline is October 15 or until position is filled.

Thank you!