



ORGANIZATION OVERVIEW

ProGeorgia is a bold, trusted, and diverse collaborative that champions an equitable and inclusive democracy for and with traditionally underrepresented communities. A member of the [state voices](#) network, ProGeorgia supports and coordinates the civic engagement programs of our diverse partner organizations. ProGeorgia develops the infrastructure, executes the joint strategies, and employs new tools and technology to assure a government that is more responsive to the needs of our constituencies.

At ProGeorgia we believe that every citizen should be able to vote without undue obstacles, road blocks, restrictions, confusion or intimidation and that:

- Our democracy is stronger when all people participate
- Our government has a responsibility to work for all of its citizens
- We, as members of the progressive community, are stronger when we work together

POSITION OVERVIEW

The Integrated Communications Manager will be responsible for developing and implementing engagement and social media strategies across all platforms and channels to increase awareness of the organization's mission and activities and to mobilize table partners. The position serves as the primary contact for communication related to general program information, activities and table partnerships. Reporting directly to the Communications Director, the Integrated Communications Manager serves as a liaison between the Comms team and external stakeholders, cultivating relationships and providing essential creative and educational support to table partners and other stakeholders. Primary areas of responsibility include:

- Stakeholder engagement
- Social media strategy and execution
- Website content planning and execution
- Content creation and dissemination
- Event technical support and logistics

KEY RESPONSIBILITIES

The Integrated Communications Manager reports to the Communications Director and is responsible for the following:

ENGAGEMENT/PARTNER SUPPORT

- Develop and implement a comprehensive engagement and social media strategy to increase awareness of ProGeorgia's vision, mission, activities and impact.
- Manage relationships with table partners to provide communication, tools and resources to advance their advocacy work
- Develop communications for table partners and other external organizations and stakeholders, as needed
- Draft communications for partners about legislation, events and updates
- Draft initial communications as directed by WorkGroup directors
- Create a process to receive and track table partner requests and turn them into deliverables
- Ensure alignment of brand and strategy
- Check daily and respond to inquiries sent to ProGeorgia

- Advise and train coalition members on effective communication strategies, spokesperson skills and best practices
- Serve as GoVoteGA liaison and update GoVoteGA site as needed
- Recommend resources and tools for table partners
- Participate in in-person events, campaigns, meetings or other engagement activities
- Collaborate with internal teams to ensure consistency of messaging across all channels
- Work with external partners and influencers to amplify the organization's message to reach new audiences
- Work with contractors to create and design collateral and support material for external audiences

SOCIAL MEDIA

- Manage and grow the organization's social media presence, including but not limited to Facebook, Twitter, Instagram, LinkedIn, and YouTube
- Create and curate engaging and high-quality content for social media channels and website
- Post, share and comment on posts by table partners and stakeholders
- Use social media to amplify the organization's work and that of table partners
- Monitor and respond to social media comments, messages, and reviews in a timely manner
- Stay current on social media trends and emerging platforms, and make recommendations to the teams
- Track and analyze social media metrics and provide regular reports on performance and engagement
- Create and enforce content calendar ensuring a steady cadence of social media activity

EVENT PLANNING & SUPPORT

- Support WorkGroups in the planning and hosting of events for the organization
- Support table partners in the planning and execution of events that support the work of the organization
- Coordinate and participate in events, campaigns and other engagement activities (as needed) to promote the organization's mission

PROFESSIONAL QUALIFICATIONS

The ideal candidate for Integrated Communications Manager will possess many of the experiences and qualifications described below but need not possess them all to be considered:

- Proven experience as a communications manager, social media manager or similar
- Demonstrated experience creating content across multiple platforms to diverse audiences
- Strong understanding of social media platforms, tools, and best practices
- Excellent project management and organizational skills
- Strong ability to manage multiple assignments from various stakeholders under tight deadlines
- Ability to work independently and collaboratively
- Sound written and verbal communication skills
- Self-starter with an entrepreneurial spirit
- Experience working with nonprofit organizations is a plus
- Bachelor's degree in marketing, Communications, or related field

Location: The position is located in Atlanta, Georgia with a hybrid work schedule.

Reports to: Communications Director

Compensation: ProGeorgia will offer a competitive annual salary within the range of \$75,000-\$85,000 to commensurate with experience. ProGeorgia also offers comprehensive benefits, including medical, dental, vision, and life insurance; 401k and company matching; and generous holiday, vacation, and leave benefits.

TO APPLY:

Send a cover letter and resume in PDF format to jobs@progeorgia.org with the subject line: Integrated Communications Manager . Applications will be held confidentially. **Application deadline is April 30, 2023.** The position is located in Atlanta, Georgia and reports to the Communications Director.