



GEEARS: Georgia Early Education Alliance for Ready Students

Position Title: Director of Communications

Position Overview: The Director of Communications leads GEEARS' communications activities with the goal of increasing public understanding of issues affecting children birth to five and their families. The Director of Communications is responsible for leading and stewarding communications and engagement strategies for the organization as well as projects with collaborating partners and stakeholders.

The Organization: GEEARS: Georgia Early Education Alliance for Ready Students works throughout Georgia to improve public policy, increase public awareness, conduct and interpret research, and lead a movement to support high-quality early education and healthy development for children birth to five. Our vision is that by 2020, every child in Georgia will enter kindergarten prepared to succeed and on a path to read to learn by the end of the third grade. GEEARS' offices are in the Buckhead area of Atlanta, Georgia. For more information, visit www.geears.org.

Duties and Responsibilities:

Presentations

- Prepares presentations for the Executive Director and other GEEARS leadership
- Represents GEEARS at various speaking engagements, conferences, etc.

Publications

- Assists in drafting, editing, and designing publications and all external communications to ensure they meet the highest standards of excellence with respect to grammar, tone, consistency, accuracy, branding, and appearance
- Coordinates with vendors for graphic support for major publications and printing
- Leads the development of overall messaging and communications strategy
- Assists in the writing and editing of press releases, media advisories, op-eds, and other appropriate promotional materials
- Leads the production for the monthly newsletter

Collaborations

- Serves as the GEEARS liaison to the Georgia Department of Early Care and Learning for various public awareness efforts including Quality Rated
- Leads the PAACT: Promise All Atlanta Children Thrive communications committee



- Leads communications efforts for the Mayor’s Summer Reading Club

Note that these are just examples of some of the many collaborations on which the Director of Communications may work.

Social Media

- Develops strategies and recommendations in regards to Facebook, Twitter, Instagram, LinkedIn and Blogs
- Measures and analyzes social media activities and engagement
- Manages, edits, and distributes digital communications to various stakeholders
- Creates and posts content for social media
- Identifies opportunities for storytelling, innovative messaging, and emerging platforms

Media Relations

- Develops and maintains relationships with local and statewide media
- Fulfills media requests for information and/or directs them to the Executive Director, who serves as lead spokesperson
- Develops media strategy for release of reports, briefs, etc.
- Actively pitches stories to print, radio, and television outlets
- Actively pitches op-eds to newspapers from across the state as well as non-profit organization newsletters
- Tracks media coverage

Website

- Regularly updates the GEEARS website
- Uses Google Analytics to measure web traffic

Director of Communications Core Competencies

Written Communication Skills

- Ability to write clearly and succinctly for specific audiences and mediums of communication (print and online) directed by clearly defined purposes
- Ability to understand complex policy and budget material and edit communications materials to make “wonky” and dense information understandable to non-policy audiences
- Has knowledge of the Associated Press (AP) writing style



- Ability to edit for grammar, punctuation, usage, and organizational style guidelines

Messaging and Communications Planning

- Ability to assess political climate and organizational goals to craft messages to achieve the desired results
- Ability to use both graphics and written copy for a combined impact on the message
- Ability to gauge newsworthiness to create an effective communications strategy and dissemination plan for each publication

Interpersonal Savvy

- Ability to develop relationships with policymakers, business leaders, vendors, partners and advocacy groups to support both current and future needs for information and resources
- Ability to build and maintain relationships with members of the media and understanding of how to use relationships to drive organizational communications efforts

Graphic Design and Technical Skills

- Ability to design and use visual elements to communicate a given message to a targeted audience
- Has the skills to use Adobe InDesign, Illustrator, and Photoshop; Canva, Microsoft Word, Excel, and PowerPoint; HTML; and Mailchimp or a comparable email communications platform to produce various communications that meet organizational brand standards
- The ability to create/update website pages using WordPress

Communications Measurement Skills

- Ability to use Google Analytics and analytics associated with email communications and social media platforms to measure key communications activities
- Ability to measure survey results and use data to improve communications activities
- Ability to use communications metrics to measure the effectiveness of the strategic communications plan and to recommend changes to the plan when appropriate



Social Media/Internet Marketing

- Has knowledge of SEO and tactics to drive traffic to the website
- Understands social media and can develop and implement strategies to improve the organization's social media presence and ability to connect with key audience members within various social media platforms

Project Management

- Embodies a "whatever it takes" attitude to meet deadlines; especially during the legislative session and planning period leading up to the annual policy conference
- Manages projects effectively, ethically, and efficiently

Creative Collaboration

- Identifies and pursues opportunities to work with staff to generate new ideas and improvements to existing communications practices

Desired Qualifications

- Passion for early education, advocacy, policy, and communicating about these topics
- Positive, engaging, flexible, and entrepreneurial leadership style
- High level of integrity, ethics, and sound judgment
- Knowledge of early childhood education and care and the nonprofit and political landscape in Georgia preferred
- Bachelor's degree required; advanced degree in a relevant field preferred

This is a full-time position reporting to the Executive Director. Salary range is dependent on education and experience. GEEARS provides benefits including health insurance, dental and vision care, life and disability insurance, parking, and vacation leave and holiday schedules.

Application: To apply, send resume, cover letter, and a list of three references to csimpson-houston@gears.org with "Director of Communications" in the subject line. No phone calls please. **Applications will be reviewed as they arrive and accepted until the position is filled.**