



Role: Communications Manager

Application Deadline: Applications will be accepted until the position is filled.

Reports To: Director of Communications

Location: Atlanta, GA (hybrid work environment)

Salary Range: \$50,000-\$65,000 depending on qualifications.

NOTE: This is a fixed range. We are not able to offer a salary outside of the range posted.

Type: Full-time, exempt

WHO WE ARE

GEEARS: Georgia Early Education Alliance for Ready Students is a nonprofit organization that operates to inspire and provide leadership for a statewide movement on quality early learning and healthy development for all children ages birth through five and their families. We work to influence policy, conduct and share research, and increase public awareness of the importance of early childhood.

THE OPPORTUNITY

Led by GEEARS, PAACT: Promise All Atlanta Children Thrive is a city-wide alliance of public and private partners collaborating to improve learning, health, and well-being outcomes for Atlanta's youngest children and their families. We envision a city where barriers to success are eradicated and families have what they need to ensure that all children, starting at birth are healthy, learning, and developing, so that they enter school ready for success, thrive once in school, and are prepared to reach their full potential. We work to create equitable systems for young children and families by investing in best practices and models that deliver high-quality programs and services through partnerships.

GEEARS serves as the backbone organization for this collective impact effort and provides governance, fiscal oversight, data management, fundraising support, and the communication strategy to ensure the initiative is effective and sustainable.

Position Summary:

GEEARS seeks a Communications Manager to support the management and implementation of PAACT's strategic communications plan. This position is ideal for an individual with experience in nonprofit and/or collective impact marketing who has excellent communication and project management skills.

The ideal candidate will bring a deep passion for young children and families. The individual will be a proven communications strategist and team player.

Major responsibilities include but are not limited to:

- Implement the PAACT communications plan in collaboration with the GEEARS teams
- Implement targeted PAACT public awareness initiatives, including traditional print and digital media
- Manage all aspects of PAACT social media channels, including content, scheduling, and monitoring
- Manage the drafting, design, and distribution of the PAACT newsletter
- Manage the drafting and distribution of press releases, official statements, and calendar listings
- Help to build, update, and monitor communications distribution lists
- Support and develop written content and design for social media posts and campaigns, presentations, and website content, ensuring overall messaging and brand uniformity

- Design collateral resources, including one-pagers, flyers, infographics, etc.
- Provide support with presentations and talking points for PAACT leadership as needed
- Ensure timely updates to the website
- Contribute to other GEEARS communications activities as directed

Qualifications and Experience:

- Bachelor's degree in communications, digital media, marketing, or a related field preferred
- At least two years of experience in developing and/or implementing marketing and communications strategies and campaigns
- Excellent written and oral communication skills
- Strong interpersonal skills
- Strong graphic design skills, particularly in Canva
- Experience in visual storytelling, including creating data visualizations, infographics, and digital content
- Demonstrated success in creating, implementing, and tracking metrics for social media campaigns, including analyzing engagement data, identifying trends, and building online communities
- Experience with social media platforms such as Facebook, Instagram, and Twitter
- Excellent organizational and project management skills with the ability to meet deadlines
- Familiarity or experience with website management or experience posting website content
- Familiarity with and interest in early childhood health, child care, and/or family well-being issues and systems are highly desirable.
- Genuine passion for young children and families is a MUST.

Successful GEEARS Team Members also possess the following competencies:

- Capable of working effectively in collaboration with team members, funders, and stakeholders, as well as independently
- Desire to continue developing professionally and embrace a learning culture
- Demonstrated commitment to understanding equity and championing programs and policies to transform systems
- Interest in or experience with local, state, and federal policy is valued

This is a full-time position. Salary is dependent on education and experience. GEEARS provides generous benefits including health insurance, dental and vision care, life and disability insurance, parking, vacation time, paid family leave, and holiday schedules. We have a hybrid work environment and flexible schedules. GEEARS is an equal opportunity employer and will not discriminate against applicants or employees due to race, color, sex, gender, age, religion, national or ethnic origin, disability, sexual orientation, creed, citizenship, HIV status, marital status, veteran status, or based on any other federal, state or local protected class. We value diversity in the workplace and strongly urge people in protected groups to apply for employment.

Application Instructions: To apply, send a resume, cover letter, and samples of your writing and design work to csimpson@gears.org with "Communications Manager" in the subject line. No phone calls, please. Applications will be reviewed as they arrive and accepted until the position is filled.