



GEEARS: Georgia Early Education Alliance for Ready Students

Position Title: Content Manager

Reports To: Director of Communications

Location: Atlanta, GA

Status: Full Time- Exempt

The Organization:

[GEEARS: Georgia Early Education Alliance for Ready Students](http://www.geears.org) 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 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.

The Opportunity:

GEEARS seeks a Content Manager to support the organization's policy, programs, and advocacy initiatives affecting young children and families.

The Content Manager will collaborate with staff to craft compelling written content for digital and print materials that support GEEARS' efforts to advance positive outcomes for young children and families in Georgia. The Content Manager is an enthusiastic storyteller with the ability to develop content that can inspire and influence multiple audiences.

Duties and Responsibilities:

- Crafting and/or editing copy for print and web including but not limited to- fact sheets, executive summaries, landing pages, articles and opinion editorials, email campaigns, digital press releases and statements, action alerts, talking points, and written content for social media.
- Assisting with fundraising materials including annual campaigns and grants.
- Editing written content for multiple departments.
- Assisting with the development of compelling messaging for various initiatives, events, and projects.
- Collaborating and coordinating with staff to develop, manage, and produce written pieces that are consistently brand appropriate with key messaging and impact storytelling, ensuring a spirit of inclusivity and equity to achieve organizational goals as listed in GEEARS' Strategic Plan.
- Curating, growing, and leading GEEARS' efforts to collect real-life stories from stakeholders, including partners, families, early childhood professionals, employers, etc.
- Works under the guidance of the Director of Communications to create and implement an annual storytelling content plan.

- Other projects as assigned.

Competencies:

The Content Manager position requires a wide range of abilities and knowledge, including:

- 1-3 years of professional experience that could include working in a political campaign or for an elected official in a communications capacity, working in a nonprofit, or working in the media
- Bachelor's degree required, English, creative writing, journalism, public policy, or related field preferred.
- Must have demonstrated storytelling/writing experience and skill (samples are required.)
- Experience executing organizational messaging and translating high-level messages into tangible examples and stories for a variety of audiences.
- Excellent research and communication skills, including good listening techniques; a clear, concise writing style, editing, and proofreading skills with a knack for storytelling and appropriately representing tone and message for varied audiences.
- Ability to accurately research, analyze, and summarize data and policies.
- Ability to understand complex policy, budget material, and edit communications materials to make "wonky" and dense information understandable to non-policy audiences.
- Strong knowledge of Associated Press (AP) style and grammar.
- Strong knowledge of Microsoft Office suite.
- Excellent organizational and project management skills, using flowcharts, spreadsheets, timelines, etc. that can be shared with partners and senior staff.
- Familiarity of early childhood issues preferred, but not required.
- In addition, to be successful in this role, you will be-
 - a great collaborator, who thrives in a team environment.
 - someone who is creative and not afraid to share innovative ideas.
 - adept at communicating with a variety of audiences from a new parent to trustees of major foundations to an early educator in rural Georgia to senior elected officials.
 - great at managing multiple priorities and flexible enough to pivot when necessary.

This is a full-time position, reporting to the Director of Communications.

Salary Range:

\$50,000-\$65,000. Benefits include health, dental and vision coverage, generous paid vacation and sick leave policies, hybrid work environment (currently all staff are working remotely).

Application:

To apply, send a cover letter, resume, and two writing samples to csimpson@gears.org with "Content Manager" in the subject line. No phone calls, please.

Applications will be reviewed as they arrive. The position will remain open until filled.

GEEARS is an equal opportunity employer and will not discriminate against applicants or employees due to race, sex, gender, age, national or ethnic origin, religion, disability, sexual orientation, veteran status, marital status, gender identity or gender expression or based on any other federal, state, or local protected class.