



Role: Communications Manager for PAACT: Promise All Atlanta Children Thrive

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

Reports To: GEEARS Communications Director

Location: Atlanta, GA (hybrid work environment)

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

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 is seeking a PAACT 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 and who has excellent communication and project management skills. The PAACT Communications Manager must be passionate about the work and vision of PAACT.

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



Major responsibilities include but are not limited to:

- Develop and 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 and distribute press releases, 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
- Craft compelling impact stories related to PAACT's implementation projects
- Design collateral resources including one pagers, flyers, infographics
- Provide presentations support and talking points for PAACT leadership as needed
- Ensure timely updates to the website
- Manage relevant aspects of budget tracking
- 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' experience developing and implementing marketing and communications strategies and campaigns and/or strategic plans
- Excellent written and oral communications skills and strong interpersonal skills
- Strong graphic design skills, particularly in Canva
- Experience in visual storytelling, including creating data visualizations, infographics, and digital content



- Demonstrated success creating, implementing, and tracking metrics for social media strategies, 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 and 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 wellbeing issues and systems is highly desirable.

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 benefits including health insurance, dental and vision care, life and disability insurance, parking, and vacation 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 employee 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: To apply, send resume, cover letter, and samples of your writing and design work to csimpson@geeears.org with "PAACT Communications Manager" in the subject line. No phone calls please. Applications will be reviewed as they arrive and accepted until the position is filled.