



## **PROJECT SOUTH: INSTITUTE FOR THE ELIMINATION OF POVERTY & GENOCIDE**

**JOB TITLE:** Communications Coordinator

**TEAM LEAD:** Director of Communications

### **ORGANIZATION OVERVIEW**

Project South is a grassroots, movement building organization located in the U.S. South. Project South has always recognized the U.S. South as an important lever for both oppression & liberation within the United States and in connection to the global south. Our *organizational mission* is to work with communities pushed forward by the struggle— to strengthen leadership and to provide popular political and economic education for personal and social transformation. We build relationships with organizations and networks across the U.S. and global South to inform our local work in Atlanta and to engage in bottom-up movement building for social and economic justice.

### **ROLE & PURPOSE:**

The Communications Coordinator will be responsible for the creation, compilation, facilitation, and dissemination of organizational communications, internally to Project South and externally to partner, membership and the larger base, across several media platforms, including but not limited to print, radio, and social. The position will participate, generate, compile, produce, publish and post, timely narrative content to support internal and external communication on a variety of platforms regarding and participating in organizational projects, programs, and events. This position includes a focus on (1) content development, (2) information dissemination, and (3) Public & Base engagement. The person in this position works with the Director of Communications to implement a full complement of organization communications strategies and expectations, providing strategic cohesive responsive communications that enhance internal and external knowledge of and participation in organizational and Movement activities, events, initiatives, and programs.

The position requires astute attention to detail, narrative aesthetics, benchmarks and timelines. Solid written and verbal communication skills; ability to build rapport and follow through is essential, as is the ability to work well independently and collaboratively. This work must be accomplished in a manner aligned with Project South's guiding principles: collectivity, participation, truth, strategy, leadership, and liberation.

This position requires a background and experience conceptualizing, creating, and producing a range of content for short term, long term and ongoing communication projects. Additionally this position requires a strong knowledge and understanding of social justice, enjoys working with media and organizers.

### **RESPONSIBILITIES:**

**Internal Communications:** Assist developing and implementing internal communication strategies and channels to ensure effective communication within the organization. This may involve generating, compiling, and disseminating regular organization-wide information including weekly, monthly, quarterly and annual updates between departments.

**External Communications:** Assist developing and maintaining relationships with external stakeholders, including media outlets, partners, and the general public. Coordinate the creation and distribution of press releases, media kits and newsletters, and organize town hall meetings.

**Content Creation:** Write, edit, and proofread various communication materials, such as blog posts, newsletters, articles, website content, fliers and social media posts. Ensure that content is engaging, accurate, and aligns with the organization's brand and messaging. Support any additional publication and report development including working with the youth multimedia team and communications projects.

**Social Media Management and Analysis:** Manage and maintain the organization's social media presence across platforms like Facebook, Twitter, LinkedIn, and Instagram. Develop strategies to increase engagement, grow followers, and promote the organization's key messages. Track and analyze communication activities and their impact. Use analytics tools to assess the effectiveness of communication strategies and make monthly and quarterly data-driven recommendations for improvement.

**Brand Management:** Help maintain and enhance the organization's brand identity through consistent messaging and visual elements across all communication channels.

**Event Related Resource Coordination:** Assist creating event-related communication materials for organizational work areas, including, but not limited to, webinars, logistics, coordinating with tech team, vendors, etc.

#### **Movement & Membership Communications**

- Engages in public relations efforts that involve assisting guests or members by sharing knowledge about PS on building tours; representing PS at festivals, info booths, and other events or opportunities.
- Participates in movement projects and programs to support narrative development
- Connects PS communications media strategy to local, regional, and global organizing, gatherings, trainings, and initiatives

#### **SKILLS & EXPERIENCE:**

- Formal education and/or practical experience in writing/editing, journalism, media, PR, or related communications field
- Community organizing and/or community involvement (could be through previous formal or informal social justice organizations and/or volunteerism)
- Ability and capacity to meet deadlines in a healthy manner for self and team

- Ability to successfully prioritize multiple and competing time projects
- Empathy and ability to listen
- Research, Note-taking, Critical thinking
- Ability to adapt, pivot, self-initiate
- Facilitation, Group Process, Teamwork
- Graphic design and use of technology for communications experience, a plus
- Experience with online design tools, e.g. Canva, PowerPoint, Adobe Creative Suite, including InDesign, Illustrator, Adobe Audition, and/or other audio editing software, a plus

**WORK LOCATION:** Local Atlanta

**SALARY RANGE:** \$60,000 - \$70,000

**HOW TO APPLY:** Submit your application package including a resume and cover letter. The Cover Letter should address why this role is in alignment with your current goals and trajectory at this time, mission alignment, your core competencies, and what you will bring and gain from Project South. Please email your application packet to [search@unlockcreative.org](mailto:search@unlockcreative.org).

**WHERE TO APPLY:** Unlock Creative: Coaching & Management Solutions LLC is conducting this search. If you have any questions, please email Ingrid Thompson at [ingrid@unlockcreative.org](mailto:ingrid@unlockcreative.org) or call 404.236.6222. Label the email “Project South Search questions”. All applications and expressed interest in this position will remain confidential.

*Project South is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran or disability status.*