



Communications Coordinator
May 10, 2022

Status: Full-time/Exempt

Organization: Georgia Interfaith Power and Light (GIPL) seeks to inspire and equip communities of faith to respond to global climate change, resource depletion, environmental injustices, and pollution through education, the implementation of practical climate solutions, and local, state, and federal advocacy. We are a small team of dedicated individuals working in a dynamic environment to effect change.

Position Description:

The Communications Coordinator provides creative and visionary leadership connecting GIPL's priorities of justice, environmentalism, and spirituality through digital and print communication strategies. This position works collaboratively with program, outreach, and policy staff as well as partner environmental organizations through joint campaign efforts. This position is responsible for leading and crafting a robust plan for internal and external communications, marketing, and branding. This position is based in GIPL's Atlanta-area office, with some flexibility to work remotely. We are looking for a candidate who wants to build a communications strategy and own it. We welcome creative approaches and your individual expertise and ideas and encourage collaboration across the staff in order to ensure success.

Responsibilities: Under the supervision of the Executive Director, the Communications Coordinator will work to build GIPL's brand across communication platforms and coordinate administrative duties in support of GIPL's programs and staff. Specifically, this position includes the following responsibilities:

General Oversight:

- Develop and implement a Communications Strategy and annual Communications Plan for the organization in coordination with the Executive Director and the GIPL team.
 - Collaborate with staff leadership to plan annual program and event calendar
 - Develop a timeline for implementation of a communications schedule
 - Create program-specific/campaign-specific communication plans
 - Coordinate communications strategy with fundraising and development goals, including GIPL's Spring Appeal and End of Year Appeal.
- Track communication analytics for weekly and quarterly reporting, and set engagement goals in coordination with the Executive Director to grow GIPL's reach and impact.
- Create a branding and marketing strategy for GIPL that is consistent across all social media platforms, printed materials, graphics, and program areas
- Assist with the development of and manage the Communications budget
- Build relationships with communication directors from congregations, faith-based organizations and other community partners to distribute GIPL communications.
- Attend community events and/or participate in professional development opportunities when relevant so as to represent GIPL to the general public and gain insight into environmental and/or religious issues

Digital Communication - Social Media/Website/Email:

- Manage communications platforms to include website, GIPL blog and social media channels
 - Propose and maintain work timelines/schedules for workflow and updates
 - Manage contractors/interns assisted to communications projects
 - Manage and design paid-ad strategies
 - Create and help to place Op-eds and earned media related to GIPL's programmatic work
 - Develop social media toolkits/sponsorship kits for events and ongoing campaigns
 - Draft and distribute press releases, media advisories, as requested. Maintain updated press contact list.
- Manage daily and weekly social media posts across Facebook, Instagram, Twitter, LinkedIn, Youtube, and any other relevant platforms
- Spearhead and oversee a refresh and relaunch of GIPL's website
- Oversee the creation and distribution for regular email campaigns and our bi-monthly newsletter

Graphic Design/Collateral/Direct Mail:

- Design flyers, annual reports, sponsorship materials, print mailings, and graphics to support programs, events, and fundraising efforts in collaboration with other staff
- Collect, manage, and publicize photographs and videos of GIPL programs and outreach efforts
- Oversee the creation and production of direct mailings

Administration:

- Manage administrative platforms to include Every Action database and shared digital storage (currently Google drive)
 - When requested or at least quarterly, generate reports re: donations processed and other relevant metrics
 - Manage donor communications in collaboration with GIPL Executive Director (i.e. donor thank you letters, mailed solicitations)
- Assist GIPL treasurer and bookkeeper in maintaining financial records
 - Process financial contributions
 - Provide deposit reports
 - Complete bank deposits
- Work closely with GIPL's staff for office management and operations

Qualifications:

- Passion for environmental issues, a strong work-ethic, and a positive attitude
- Creative, thoughtful, individually motivated
- At least 2-3 years of relevant communications experience
- Excellent written communication skills, especially for blogs, social media, emails, and appeal letters
- Demonstrated ability to communicate in-person and online with an inspiring, engaging, hopeful, and professional tone
- Proven ability to effectively communicate with individuals from a wide variety of backgrounds, religions, and political beliefs
- Demonstrated experience in effectively collaborating with a diverse team
- Strong organizational ability and experience in meeting established goals within tight time frames
- Graphic design skills and an ability to use Canva for the creation of social media, website designs, etc.
- Ability to draft and distribute press releases and advisories and build press contact lists
- Ability to design and populate websites and newsletters

- Excellent technical skills related to Microsoft Word, Google Drive, EveryAction, Adobe Acrobat, Microsoft Excel, etc.
- Ability to work independently, and an interest in driving the communications strategy and creativity of an organization
- Bachelor's degree

Salary and Benefits:

This is a full-time position. While most of the work can be done between normal working hours, occasionally this role will require work on evenings or weekends to support time sensitive campaigns and events. Salary for this position is \$50,000, and includes 10 days paid vacation (pro-rated the first year) and 5 days of paid sick/personal time. In addition, each employee is eligible for 3 paid floating holidays. GIPL also provides paid leave in recognition of 6 federal holidays, and the office is closed the week of Thanksgiving, and the last week of the calendar year.

GIPL offers a competitive benefits package that includes programs/stipends for insurance and retirement plus cell phone/internet reimbursements.

Anti-Discrimination Policy:

Georgia Interfaith Power and Light is an equal opportunity employer that does not discriminate against any job applicant or employee based on race, color, national origin, religion, sex, sexual orientation, age, disability, veteran status, or marital status. This policy is applied to all terms and conditions of employment, including, but not limited to, hiring, termination, promotion, transfer, layoff, leaves of absence, compensation, and training. People who identify as BIPOC and/or members of the LGBTQ+ community are encouraged to apply.

To Apply

Please send a cover letter, resume/CV, and a relevant writing sample to Eileen Fishman at eileen@gipl.org.