



SOUTHERNERS ON NEW GROUND COMMUNICATIONS MANAGER JOB DESCRIPTION

Southerners On New Ground (SONG) is a home for LGBTQ liberation across all lines of race, class, abilities, age, culture, gender, and sexuality in the South. We build, sustain, and connect a southern regional base of LBGTQ people in order to transform the region through strategic projects and campaigns developed in response to the current conditions in our communities.

Start Date: April 15, 2019

Position Summary:

The Communications Manager for Southerners on New Ground (SONG), is responsible for managing the implementation and evaluation of our strategic communications initiatives that create visibility for SONG and our programs. The communications manager is the chief implementer of the organization's communications strategy. Working in tandem with the Communications Associates and Strategic Communications consultant, the Communications Manager ensures that the objectives outlined on the strategy are met.

Together this team leads the organizations narrative, messaging and visual strategies assets to build narrative power with our community. These strategies should be bold, visionary and culturally appropriate, and rooted in the experiences of LGBTQ people of color in the South. This team should also broaden regional conversations about the impact of bad government and state violence against marginalized communities and drive critical conversations about authentic transformation and ensure policies reflect and prioritize the needs of the people SONG with whom SONG organizes. This position reports to the Director Team.

Responsibilities:

Use strategic communications to create visibility for the organization and its programs

- Develop a strategy for organizational materials like one-pagers, postcards, merchandise, etc.
- Build and maintain the organization's pitch lists
- Pitching reporters and earn media
- Build relationships with regional and national journalists toward partnership and in service of the organization
- Tracking relevant media markets to identify trends or opportunities for earned media, LTE's or op-eds



Develop and oversee strategy for the organization's programmatic work that is built on the goals and objectives of the strategic communications plan

- Keep the strategy fresh and up-to-date
- Check benchmarks often
- Oversee the work of partner-consultants

Supervise volunteers and interns

- Identify contradictions or missed opportunities and share them
- Course-correct when necessary
- Train and support staff and the Board of Directors in communications-related concepts and tasks as needed (e.g. spokesperson, new message platforms, etc.)

Implement organizational and programmatic communications activities

- Manage and monitor the organization's online platforms like Facebook, Twitter, Instagram, and the website
 - Track and report out important or useful analytical information
- Design or work with the organization's designer partner-consultant to keep the organization's collateral and up-to-date.
- Act as a spokesperson for the organization when appropriate
 - Attend conferences and speak on panels related to the organization's work when appropriate
 - Provide brief press interviews
- Implement the strategy for the organization's end of year report
- Ensure organizational brand is consistent across all platforms.
- Manage communications for events
- Maintain organizational editorial calendar and discuss with staff team as appropriate

Bolster cross-capacity organizational communications strategy that illustrates a clear articulation of the organization's mission and vision (this is about intra-organizational comms coordination)

- Maintain consistent documentation for internal and external communication about progress, opportunities, and connections
- Provide training to organizational staff on communications-related activities and spokespersonship
- Manage the storage for communications-related documents, collateral, and merch.

Knowledge, Skills, and Abilities

- Must have strong project management organizational skills, ability to work under pressure, ability to juggle several projects at once, and to meet deadlines



- Must be a positive “people person” with the ability to manage high-stress situations and use conflict-resolution tactics to diffuse differences of perspective/opinion
- Must possess strong oral/written communication and interpersonal skills
- Must be self-confident, open-minded, and accessible to both internal and external stakeholders
- Must possess an inquisitive and intuitive nature, and be a good listener, to understand external and internal community needs and actively engage these entities with communications department work
- Must possess strong facilitation skills
- Ability to work in communities of color in a deeply culturally proficient manner
- A strong commitment to LGBTQ liberation, equality and justice required

Qualifications

- 4-5 years of non-profit management experience, including supervising staff, preferably in the South
- Willingness to travel up to 1-2 weeks per month (up to 50% of the time)
- Must work and reside in the South

Compensation: The Manager Team salary is \$65,000 a year with health benefits.

Application Process:

- Applications will be accepted until March 22, 2019.
- Telephone and walk-in inquiries are not accepted
- Applicants should submit a cover letter, a résumé, a 1-page issue brief or writing sample on a current LGBTQAI issue, and 3 references by email to: [hiring@southernersonnewground.org](mailto: hiring@southernersonnewground.org) (Subject line: Communications Manager Application – Applicant Name).

SONG is an Equal Opportunity Employer and does not discriminate on the basis of race, creed, color, gender/ gender identity/ gender expression, age, ethnicity, national origin, sexual orientation, religion, HIV status, disability, or marital status.