

Georgia Campaign for Adolescent Power & Potential  
POSITION DESCRIPTION

POSITION TITLE: Communications Manager  
LOCATION: Atlanta, GA  
SUPERVISION: V.P. Communications  
JOB STATUS: Full-time

**SUMMARY DESCRIPTION**

The Communications Manager creates, manages, and executes integrated marketing and communications strategies and campaigns via our digital/interactive platforms. The Communications Manager plays an integral role in reaching stakeholders (teens, parents, donors, community partners, youth service providers) to meet certain KPIs and to increase awareness of GCAPP as a leading statewide adolescent health and wellness organization. The Communications Manager will work closely with the V.P. Communications in promoting a wide range of programs and services, events, digital tools and resources, webinars, and more.

**ESSENTIAL RESPONSIBILITIES**

Create, implement, and manage day-to-day digital communications & marketing strategies from concept to completion that aligns with our strategic plan goals and KPIs.

Generate ideas and create opportunities to expand GCAPP's awareness and messages by growing our online/digital presence.

Significant responsibility in writing, creating/designing, and managing promotional strategies and/or campaigns across our digital platforms—social media (Instagram, Twitter, LinkedIn, Facebook, YouTube) website, and e-news and email campaigns via Constant Contact that connect with intended audiences and drive calls to action.

Work across departments and teams to gather information, plan strategies, and promote information and activities across our five program areas: youth empowerment, comprehensive sex ed, teen pregnancy prevention, parent engagement, and physical activity & nutrition.

Plan content and develop publishing calendars; create and maintain a photo library; may also have to serve as on-site photographer on occasion.

Measure and analyze digital campaigns and translate metrics into recommendations and plans for improving or revising messaging and/or strategy.

**Qualifications:**

- Bachelor's degree in marketing, communications, public relations, or a relevant field
- Must have knowledge and understanding of the tenants of marketing

- 3 years of professional marketing and/or communications experience, specifically in sourcing and publishing content, creating content and promotional strategies for digital platforms, and managing the day-to-day of social media, websites, and eblasts.
- Demonstrated experience in measuring effectiveness of interactive campaigns and strategies, analyzing metrics, and course correcting when necessary.
- In-depth knowledge and understanding of social media and highly proficient across platforms. Proficient in social media analytics reporting via software like Sprout Social. *Must* have professional experience managing and growing social media for an organization.
- Proficient in graphic design (InDesign, Canva, Illustrator, Photoshop, etc.)
- Excellent writing skills required; final candidates may be given a writing test
- Proficient in website content management and analytics, preferably WordPress, HTML, and Google Analytics. Familiarity with SEO helpful. Highly proficient in social media and social media report and analytics software like Sprout Social.
- *Must* be a creative thinker and idea generator
- Outstanding project management skills; will manage numerous projects simultaneously, often with competing deadlines.

Benefits include:

- Health, dental, vision insurance
- 401(k) plan with company match
- Medical Flexible Spending Accounts
- Dependent Flexible Spending Accounts
- Generous paid vacation
- Work remotely

Send resumes to [HR@gcapp.org](mailto:HR@gcapp.org).