

Job Description

Title: Communications Manager

Reports to: Executive Director

Created: September 2024

SUMMARY

Launched in 2019, the Southern Economic Advancement Project ([SEAP](#)) partners with policy thinkers and doers to amplify their efforts and bridge gaps in policy infrastructure. SEAP's goal is to advance policies that improve economic security, healthcare access, and environmental justice for all Southerners—acting as a connector, convener, and policy entrepreneur across issues and states, translating good ideas to the Southern context. SEAP researches policies to achieve stronger outcomes at the state and local level in the South, amplifies the activities of local organizations through technical assistance and grants, and provides a bridge between the best learnings nationally and a regional strategy for implementation and engagement. Embedded in the work of SEAP is a rigorous consideration of race, class and gender, which intersect all social and economic policy in the South.

We are seeking to hire a Communications Manager who is an exceptional writer, strategic thinker, and team player. This person will manage the overall messaging strategy of SEAP and work alongside organizational partners to amplify their efforts. Responsibilities include building, maintaining, and continuously growing a robust audience for SEAP's message through content creation across newsletters, press, website, podcast, and other mediums. The Manager will be responsible for understanding current events, building relationships with media, and ensuring that SEAP content is timely, accurate, and impactful. The Manager will collaborate closely with other members of the SEAP team and will be a strategic thought partner to set goals and support projects, events and programs.

SEAP is a fully remote workplace and fiscally-sponsored project of Tides Center. SEAP is an equal opportunity employer and affirms in policy and practice to consider all applications in all job classifications, without regard to race, color, creed, national origin, sex, age, disability, sexual orientation, gender identity or expression, marital status, familial status, military status, height and weight, genetic predisposition or carrier status, arrest record, or other legally protected status. We strongly encourage people of color, people with disabilities, women, and LGBTQ candidates to apply.

The salary range for this position is \$75,000 to \$95,000. SEAP provides generous benefits, including 100% employer-funded health insurance, \$2,000 annual professional development funds, monthly reset days, and more.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Communications Planning and Earned Media

- Write, edit and disseminate strong communications materials, including but not limited to press releases, website content, op-eds, talking points, and scripts;
- Create and implement a strategic communications plan for the organization;
- Maintain working, timely knowledge of national and regional news and reflect that knowledge in the various platforms within the appropriate time and place;
- Pitch SEAP's key announcements to relevant regional newsrooms;
- Maintain and update media lists;
- Support the growth of SEAP's brand and assist staff in communicating that brand.

Digital Strategy

- Coordinate and produce videos and podcasts to educate targeted audiences;
- Support the Engagement Coordinator in maintaining and growing an integrated digital plan for SEAP, including newsletter, social media, graphics, and web properties;
- Draft and edit educational and interactive copy for SEAP's email list, social media accounts, and annual report.

Partnerships

- Maintain SEAP's partnerships with communications staff in other organizations and appropriately uplift their content and share SEAP content;
- Serve as primary point of contact for SEAP's web developers.

EDUCATION AND EXPERIENCE

- Bachelor's Degree in Communications, Journalism, Digital Marketing and/or Outreach Strategy, Social Work, Sociology, or Psychology
- Minimum of 3 years working in political and/or advocacy communications in a communications capacity;

KNOWLEDGE, SKILLS, AND ABILITIES

- Impeccable written and verbal communications skills;
- A high degree of proficiency in communications and digital tools;
- Working knowledge of social media campaigns;
- Responsiveness and positivity as a team player who enjoys new challenges;
- Highly organized and detail-oriented;
- Strong time management skills with the ability to manage competing priorities and projects;
- Proficiency in G-Suite, Canva and/or other content creation software, digital tools, and website platforms;
- A strong commitment to SEAP's values.

To apply, please send a PDF of your resume and cover letter by **SEPTEMBER 27th** to info@theseap.org.