Communications Manager

Overview and Responsibilities

Captain Planet Foundation is seeking an experienced Communications Specialist with digital marketing experience to join our team. Your work will focus on leveraging media, communications, technology and storytelling to support our programs that engage and empower young people to be problem solvers for the planet. Joining the Captain Planet Foundation team is the perfect opportunity for a detail-oriented, creatively minded person looking to move an organization with huge name recognition and a strong reputation to the cutting edge of social media, storytelling, and audience development.

Under the direction of the President & CEO, the Communications Manager will develop content from outline to execution for all social media channels; pull stories from program managers for monthly newsletters; and work with the public relations firm to develop and place earned media stories. This role works in tandem with the Creative Team Lead who will support content development with digital creative assets.

Responsibilities

- Manage cross-team editorial calendar with support of the Creative Team Lead.
- Write, edit, and optimize social posts across platforms for owned social channels in accordance with the editorial calendar.
- Work closely with the program teams to research, write, publish, and track approved daily social content, measuring against specific campaign and organization-wide KPIs.
- Review and edit all content to ensure they are well written, on-brand, properly credited, and factually accurate. Must be comfortable raising these queries to internal and external stakeholders.
- Ensure continuity in messaging across all platforms, contributors, influencers, and partners.
- Attend relevant events and conferences in the social space.
- Assist President & CEO with Board reports for quarterly meetings on social traffic, engagement, and progress towards monthly and annual goals.
- Recommendation of appropriate campaign optimizations, when applicable.

Qualifications

- Excellent ability to perform all of the skills required to fulfill all responsibilities outlined in the "Overview and Responsibilities" section above; prior experience with performing these functions is required.
- 1-3+ years of experience working in communications or as a social media editor or social producer.
- Expertise programming across all social platforms.
- Natural curiosity about audiences and the different ways we can engage with them.
- Adept at using Adobe Creative Cloud, and associated products, for light design work for social specific content development.
- Familiarity with basic analytics and platforms like Google Analytics, Sprout Social, Campaign Monitor, and other such reporting tools.
- An understanding of video production and video editing is a plus!
Successful Candidates Have:

- A passion for the work of the organization and its mission, is energized about preserving our planet.
- Strong presence and credibility, and a keen ability to build relationships quickly with others, including staff and leadership within the organization, partner and peer organizations and entities, and with funders as needed.
- Strong ability to work in a fast-paced environment, adapt to change, perform under pressure, and possess consistent attention to detail.
- The ability to think strategically and contextually.
- Excellent ability to manage competing priorities and multiple, concurrent tasks, exhibit flexibility, and meet deadlines.
- A growth mindset, eager to hear the perspective of others, can pivot quickly, and can put their own interests aside where needed.
- Ability to bring humor, humility, and kindness to the work.
- Superb verbal, written, and interpersonal communication skills.

Education and Work Experience

This position requires an undergraduate degree or the equivalent in work experience. If relying on work experience, it is preferred that the candidate’s total relevant work experience is equal to three years or more.

Required Work Samples

Upload a portfolio of work samples that demonstrate your writing ability; as well as crafting strong, strategic, and on-brand social media content across multiple channels.

Timeline and Compensation

Full-time position based in Atlanta [preferred]; with some remote work allowed. Interviews March 4th – 11th; with a start date of April 5, 2021. Captain Planet Foundation offers all employees an excellent benefits package including health insurance; parental leave; 403b; a flexible work schedule; and the opportunity be part of a dynamic, purpose-driven, and joyful team. Salary range is $38,000 to $45,000 per year, based on experience.

Equal Employment Opportunity Statement

Captain Planet Foundation maintains a strong policy of equal opportunity in employment. It is our objective to recruit, hire, and retain the most qualified individuals without regard to race, color, religion, sex, sexual orientation or identity, national origin, age, disability, veteran status, or any other characteristic or status protected by applicable federal, state, or local law. Our equal employment philosophy applies to all aspects of employment, including recruitment, compensation, benefits, training, promotions, transfers, job benefits, and terminations. To apply, please submit your current resume and any required work samples outlined above to lcarter@captainplanetfdn.org