



**Job Announcement**  
**Georgia Communications & Cultural Strategies Manager**  
(Limited One year Term)  
March 2022

**Organizational Overview:**

URGE plays a unique and critical role as a reproductive justice organization that engages young people and catalyzes their power to fight for the ability of all people to build the families they want, access the healthcare they need, and to live and love in a way that's true to who they are. Working with young people ages 18-30, and the leadership of young people of color, women, queer, trans, and nonbinary folks, and people of low-income, URGE provides training, field mobilization and national leadership to move policy, systemic, and cultural change.

At the core of URGE's mission are our values, commitment to justice, equity, diversity, and inclusion, disrupting anti-Blackness and dismantling white supremacy. We seek candidates whose values are aligned with those of our organization.

**Position Summary:**

URGE seeks a dynamic, creative communications professional with experience in activism and/or advancing cultural strategies to serve as our inaugural Georgia (GA) Communications and Cultural Strategies Manager. The ideal candidate will be passionate about reproductive justice, culture shift, and showcasing the art and creativity of young reproductive justice activists.

Working in close partnership with Georgia-based staff across our Field, Integrated Voter Engagement (IVE), Policy, and Development Departments, the GA Communications and Cultural Strategies Manager will help to promote URGE's work in Georgia across a variety of online and offline platforms. The ideal candidate will be a skilled, compelling writer/content creator with a keen eye for detail; comfortable with online technology, content management systems, and social networking; experienced with a broad variety of contemporary media; highly familiar with Georgia digital, print, tv, and radio media markets; and highly motivated in a fast-paced environment.

**Placement:** This is a remote position based in Georgia with a preference for someone living in Atlanta (or surrounding area). Candidates must be able to drive, have personal transportation, or the ability to travel. Candidates must be prepared to work from a home office with equipment provided by URGE and attend in-person events such as press conferences and coalition meetings.

This is a full-time exempt position limited to a one-year term; this is a special project with temporary funding. This position reports to the Senior Director of Communications.

## **Responsibilities:**

### **Writing and Content Creation and Oversight**

- Manage all communications content pertaining to URGE's work in Georgia as well as Georgia-related news events
- Work with young people in Georgia to promote abortion positivity, racial justice, reproductive justice, and trans liberation through art and cultural strategies
- Write and edit communications content, including brochures, fact sheets, advocacy newsletters, toolkits, and other publications
- Write and edit media materials which may include press releases, op-eds, and letters to the editor
- Help prepare and edit communications pieces, assist with design, production, and dissemination of all URGE materials
- Develop graphics for social media using Adobe, Canva, and other graphic creation platforms

### **Program Support and Management**

- Provide ongoing communications support for Field, Policy, Voter Engagement, and Development Departments for URGE's work in Georgia
- Train, develop, and support young content creators in collaboration with URGE communications and organizing teams
- Work with Georgia Policy & Movement Building Manager/Director to develop and lead a communications strategy specific to URGE's Georgia policy work

### **Online Activism and Technology**

- Help manage and supervise Georgia social media including pulling metrics, drafting evaluation, and developing tracking reports
- Assist Communications Manager with development, strategy, and management for special projects like Free the Pill Fest and Abortion Positive Tour's online campaign
- Evaluate and launch URGE GA emerging social media platforms
- Contribute to online outreach strategy to strengthen our Georgia network and content reach
- Develop innovative online activism campaigns to engage members and activists
- Create, update, and manage content and design for online and electronic materials
- Assist with mass electronic communications in coordination with other staff
- Support website backend (Word press)

### **Other duties as assigned**

## **Qualifications:**

- Strong commitment to URGE's mission and values
  - Support reproductive freedom and promoting youth activism and leadership
  - Commitment to reproductive and gender justice, abortion access for all, queer and trans liberation, building young people's political power, and dismantling white supremacy
  - Commitment to co-creating a work environment that is just, equitable, and inclusive to

all, including Black, Indigenous, and other people of color, LGBTQIA+ people, women, and people with disabilities

- Bachelor's degree preferred.
  - **Bachelor's degree with a minimum of three to five years of relevant communications experience** (including internships) with progressive responsibility OR
  - **No bachelor's degree with 7 years of relevant communications experience** with progressive responsibility
- Some management experience preferred (including interns)
- Experience in reproductive programs is a plus
- Superb writing, editing, and oral presentation skills in English
- Experience managing social media networks in a professional setting
- Demonstrated success managing and maintaining a website, HTML experience preferred
- Familiarity with content management systems; Word press experience preferred
- Proficiency with image-editing, desktop publishing and Microsoft Office software
- Experience in graphic design and layout (online and print) preferred
- Great time management skills
- Creative and innovative
- Ability to break down and dissect complex topics to simpler terms
- Ability to work independently along with being able to work collaboratively

**Salary:** \$58-70k annually with excellent benefits, including health and dental coverage for staff fully paid by URGE. Because of the differences in cost of living based on location, URGE utilizes location in determining salary, among many factors.

**To Apply:** Applications are accepted on a rolling basis. Please state "**GA Communications & Cultural Strategies Manager**" on the subject line. Incomplete applications will NOT be considered. Please send a cover letter and resume to [jobs@urge.org](mailto:jobs@urge.org).

*URGE is an equal opportunity employer. People of color, lesbian, gay, bisexual, transgender people and those with disabilities are strongly encouraged to apply.*