



Communications and Engagement Manager Position Description

Statewide consumer advocacy organization Georgia Watch seeks a confident and passionate professional to serve as the Communications and Engagement Manager. The successful candidate will play a pivotal role in enhancing our organization's visibility, building community engagement, and fostering communication strategies that amplify our advocacy efforts. We seek an experienced communications professional, ideally with a background in advocacy. The Manager reports to the organization's Deputy Director and works alongside other staff to develop communications strategies in support of Georgia Watch's mission and key impact areas in healthcare access, financial protection, energy equity and civil justice.

Founded in 2002, Georgia Watch is the state's leading nonprofit consumer advocacy organization, focused on issues that impact people's wallets and quality of life. The organization uses education and advocacy to help give consumers a strong ally to level the playing field with powerful special interests in the state. We work every day to protect and inform consumers, so all Georgians prosper, and their communities thrive. While we serve all Georgia consumers, we are particularly dedicated to ensuring that the most vulnerable of our population have representation and access to necessary resources and are aware of their rights in the consumer marketplace. To fulfill our mission, Georgia Watch works closely with the public, coalition partners, legislators, regulators, and the media to serve as an advocate as well as a trusted resource for information and guidance. Through education, we seek to help Georgians harness their own power to become effective advocates for themselves.

Summary of Responsibilities

Content Creation:

- Create and manage an annual communications calendar.
- Develop compelling and informative content for various communication channels, including press releases, blog posts, social media, and newsletters.
- Collaborate with team members to create multimedia content, such as videos, infographics, and visuals, to effectively convey our advocacy messages.

Media Relations:

- Cultivate and maintain relationships with media outlets, journalists, and influencers to secure coverage and increase the organization's visibility.



- Prepare and distribute press releases, organize press conferences, and act as a spokesperson when needed.

Communications and Strategy

- Develop and format content for the monthly newsletter with staff.
- Strategize, coordinate, and schedule social media and online outreach, including Georgia Watch blog.
- Update website content and resources throughout the year as needed.
- Assist staff in developing marketing materials such as flyers, brochures, and promotional pamphlets.
- Collaborate with internal teams to align communication strategies with advocacy goals.

Analytics and Reporting:

- Monitor and analyze communication metrics to assess the impact of campaigns and initiatives.
- Provide regular reports on engagement trends, media coverage, and social media performance.
- Maintain detailed records of all consumer inquiries in database, record assistance provided, and document results, including through consumer stories.

Grassroots Outreach

- Coordinate efforts to organize grassroots consumer communication with state officials and members of the media.
- Develop and implement strategies to engage and mobilize the community, supporters, and stakeholders in advocacy efforts.
- Oversee staff who answer and resolve consumer inquiries received through Georgia Watch's website, email, and toll-free number.
- Assist in receiving and compiling impactful consumer stories to share with policymakers and media on consumer protection issues.
- Build and maintain contact lists of community partners, consumers, legislators and other key stakeholders.
- Recruit volunteers to work in the office, at the State Capitol, and at organization events.
- Organize events, webinars, and outreach activities to raise awareness and build a network of engaged consumers.

Development and Special Events



- Work with staff to coordinate annual Consumer Champion Award Celebration and other special events and meetings.
- Maintain donor database and manage correspondence with donors.
- Represent the organization at events, conferences, and meetings to expand our network and partnerships.
- Develop new outlets for expanding existing supporter database through outreach/social networking.
- Assist with grant proposals to support program and organizational work as needed.

Social Media Management

- Develop and manage the organization's social media presence across platforms, ensuring consistent messaging and engagement.
- Implement social media campaigns to promote key initiatives and drive community involvement.

Qualifications

- Bachelor's degree in communications, public relations, marketing, or a related field.
- Minimum two-years of experience in communications, public relations, or a similar role.
- Passionate interest in consumer issues including healthcare, energy, personal finance and access to civil justice.
- Outstanding multitasking and time management skills -- must be able to prioritize, plan, and manage multiple projects simultaneously with high attention to detail.
- Flexibility and capability to work well independently, as well as part of a team, in a fast-paced, entrepreneurial environment.
- Strong communication skills and ability to connect with a wide cross-section of people.
- Ability to interact effectively with communities, policymakers, advocates, funders and others.
- Expertise using social media platforms including Facebook, X, LinkedIn and Instagram.
- Graphic design skills preferred (InDesign, Photoshop, Publisher, Canva, etc.).
- Experience with WordPress website platforms is a plus.
- Some state and local travel required.

Application Procedure/Deadline

Interested candidates should submit a resume, cover letter, and three writing samples by email to Deputy Director Natasha Taylor at ntaylor@georgiawatch.org. The posting will be open until



the position is filled. Georgia Watch is an equal opportunity employer. We recruit and select the most qualified candidates to fill job openings. We actively seek individuals who expand the diversity of the Georgia Watch team.

Salary: Competitive and commensurate with experience.