

Genders & Sexualities Alliance Network
Communications Manager / Senior Manager

Job Title: Communications Manager / Senior Manager

Reports To: Director of Development and Communications

Status: Full-time, Exempt

Salary: Salary commensurate with experience within range of \$57,000-65,000, plus generous benefits package including health, dental, vision, and retirement benefits

Organization

Genders & Sexualities Alliance Network (GSA Network) is a next-generation LGBTQ racial and gender justice organization that empowers and trains trans, queer, and allied youth leaders to advocate, organize, and mobilize an intersectional movement for safer schools.

GSA Network is guided by our vision of full equality and social justice for all trans and queer people. We have developed a model of grassroots organizing that trains youth activists to understand and challenge multiple systems of oppressions, in order to develop trans, queer, and allied leaders with a vision for broad social justice. Grounded in this model, GSA Network is building the GSA movement by providing resources, training, and grassroots organizing support to youth activists working to educate schools and communities about trans and queer issues and change public policy; as well as to emerging GSA Networks in states around the U.S. As the convener of the National Association of GSA Networks we bring together youth and adult leaders from state and regional GSA Networks to share best practices for GSA and youth organizing. As a national leader at the intersections of the trans and queer youth, racial, gender, and education justice movements, this is an exciting time for GSA Network as we expand our impact and grow our team. You can learn more about our work at www.gsanetwork.org.

Position

The Communications Manager or Senior Manager will be responsible for supporting the development and implementation of GSA Network's overall communications strategy to: advance the mission of GSA Network, increase the visibility of the organization, and train youth leaders to act as spokespeople for the organization and on a myriad of advocacy issues in GSA Network's programming. This position is ideal for a mid-level communications professional who is looking to increase their knowledge and skills in communications strategy development. Position is based in GSA Network's headquarters in Oakland, CA.

A demonstrated passion for trans and queer youth leadership and empowerment, extensive knowledge or personal experience with the intersectional issues facing low-income trans and queer youth of color, and a commitment to social justice are required for this position.

Organizational Communications

- Monitor and strengthen GSA Network's brand and ensure all organizational communications meet high standards and deadlines.
- Oversee the development of GSA Network's print communications and resources.
- Produce and/or edit high quality content for written materials, including resource guides, organizational newsletters, action alerts, press releases, and media communications.
- Work with allied organizations to produce collaborative resources and materials as needed.
- Edit the writing of other GSA Network staff to ensure high quality external communications and brand consistency.

- Track new trends and opportunities in communications to increase the visibility of GSA Network at the national, regional, and/or local level.

Online & Social Media Strategy

- Develop and implement a Social Media strategy to increase engagement on GSA Network's national and California channels, and establish metrics to evaluate progress over time
- Provide support to GSA Network's regional and local channels as needed
- Oversee GSA Network's Drupal website, monitoring the site for branding, consistency and relevance, and developing protocol for staff to publish content.
- Manage effective and timely use of electronic communications for a variety of target audiences.
- Administrate the GSAs Unite! online petition platform and build plan for increasing usage of the platform with California and National Association youth activists.
- Edit web videos, and upload media content and other external documents for publication through GSA Network's website.
- Track new trends and opportunities in online communications and social media.
- Manage a variety of constituent lists including supporters, youth, organizational contacts, and media contacts to ensure that information is disseminated to the appropriate contacts.

Youth Media Training and Media Relations

- Coordinate a New Media Youth Council and support the development of youth-led and youth-driven social media messaging and online content.
- Work with Regional Organizers to identify youth leaders who are interested in sharing their stories of activism, and uplift those stories through various channels
- Create and coordinate a media training strategy for youth, including providing media training, for youth leaders to speak publicly about the organization or specific organizing campaigns.
- Develop, distribute, and pitch press materials, including releases and advisories.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding GSA Network's programs, successes, special events, public announcements, and other projects.
- Exercise judgment to prioritize media opportunities and requests; prepare talking points, speeches, presentation and other supporting material.
- Work with staff from partner and coalition organizations on joint communications-related initiatives.
- Create and update media lists; track media coverage; and update media-related records in the database.

Required Qualifications

- A minimum of 3 years experience in advocacy communications, public relations, or media relations, ideally at a nonprofit organization
- Demonstrated experience or interest in developing and executing communications strategies and measuring results
- Knowledge of trans and queer issues and/or experience working with the trans and queer community
- Excellent verbal and writing skills, including the ability to take complex issues and adapt the organization's voice and tone to communicate them to targeted audiences

- Experience working in deadline-driven environments and proven ability to meet deadlines.
- Demonstrated ability to work as part of a team and with people from a variety of different racial, ethnic, socio-economic, educational, religious, sexual, gender, and generational backgrounds.
- Demonstrated passion for trans and queer youth leadership and empowerment, extensive knowledge or personal experience with the intersectional issues facing low-income trans and queer youth of color, and a commitment to social justice
- Comfort working non-traditional hours as media and other needs arise.

Preferred Qualifications:

- Proficiency with Constant Contact, Mail Chimp, or other e-mail newsletter programs
- Experience with CiviCRM or other databases
- Graphic design skills in Adobe Suite with particular proficiency in Adobe Illustrator & Adobe InDesign
- Fluent in Spanish
- Comfortable operating in a fast paced and diverse community environment.

Application

Send cover letter, resume, and writing samples (please see instructions for submitting your writing sample) to CommsManager@gsanetwork.org. Please include Communications Manager or Senior Manager in the subject heading of your email. **No phone calls or faxes please.**

The position will be filled as soon as an exceptional candidate is found. It is therefore recommended that you submit your materials at your earliest convenience. *The ideal start date for this position is August 14, 2017.*

Writing Sample Instructions:

We would like to invite you to submit two (2) short writing samples focused on different types of communications. Please note these are not intended to be time-intensive writing assignments.

Using the GSA Network website as a resource, please create the following content:

- 1) Develop an email campaign (250-300 words max) that would motivate GSA Network youth leaders to take one (1) of the following actions:
 - Register their GSA club via the GSA Network website
 - Participate in a GSA Network event
 - Sign a petition or participate in a community organizing action
 - Make a donation

Please be sure to include text for the Subject Line of the email campaign.

- 1) Create a brief press release for the [Youth Empowerment Summit](#), GSA Network's annual regional conference held in San Francisco. There is no word limit for the press release. More information on the Youth Empowerment Summit can be found here: <http://gsanetwork.org/yes>

Equal Opportunity Employer

GSA Network is an equal opportunity employer and encourages applications from youth, people of color, transgender people, people of all gender identities and sexual orientations, and people with disabilities.