



## **VICE PRESIDENT OF COMMUNICATIONS AND MEDIA RELATIONS**

---

The Atlanta BeltLine, Inc. (ABI) is the largest public infrastructure redevelopment program in Atlanta's history that includes 22 miles of light-rail transit located in the Atlanta BeltLine corridor, 33 miles of trails, over 1,200 acres of new parkland, 46 miles of new streets and streetscapes, public art, 1,100 acres of brownfield reclamation, and the creation of more than 30,000 jobs and 5,600 affordable housing units in the neighborhoods surrounding an underutilized railroad corridor. In addition, ABI is committed to advancing equity and inclusion within the organization, along the corridor, and throughout all programs and projects.

The Atlanta BeltLine has a robust, content-centric, multi-channel communications strategy and plan in place that is managed in seamless collaboration with the Atlanta BeltLine Partnership, the non-profit that raises private sector capital to support the development of the Atlanta BeltLine – and works with ABI to raise the project's visibility and to address issues such as affordable housing, equity and inclusion, and economic development. Strategic management of this communications strategy includes managing media relations, direct digital communications, brand management, print publications, social media and online presence; issues and crisis management including communication with media, neighborhood organizations, businesses, faith-based organizations, and key stakeholders. The Vice President of Communications and Media Relations also works in concert with the Vice Presidents of Community Planning and Engagement and Government Affairs and other key staff to effectively manage and execute ABI's communications strategy, media relations and brand management. The VP will promote the Vision, Mission and Core Values of ABI while fostering a collegial work environment.

### **PRIMARY RESPONSIBILITIES**

The Vice President of Communications and Media Relations reports directly to the Chief Operating Officer and works closely with the Executive and Senior Management teams. The VP plans, organizes and manages the activities of the communications and media relations department. Specific responsibilities include but are not limited to:

- Work with reporters on stories both proactively and responsively; pitch stories, gather information from internal sources, develop sources and manage photo and video requests
- Edit and write content for press releases, e-news, blog, speeches, social media, PowerPoint presentations, updates and reports to boards (internal and external), newsletter, annual report and related ABI content.
- Provide thoughtful leadership for equitable communications formats and

activities that dismantle institutional and systemic barriers, and expand access for all communities around the Atlanta BeltLine.

- Strategize with and manage consultants, to include graphic design and web management, social media, public relations, videography, photography and distribution.
- Develop and guide the editorial calendar and communications plans and manage departmental budget.
- Create and implement effect communication campaigns.
- Manage departmental staff, assign priorities, meet with staff and external partners to formulate strategy
- Produce and manage large events such as groundbreakings and grand openings including all messaging and press materials.
- Coordinate with project partners including the Atlanta BeltLine Partnership, Invest Atlanta, Office of the Mayor and City Departments, MARTA, PATH Foundation and others on communications and media issues.
- Provide strategic direction and manage ABI brand, logo, and policies to ensure the organization maintains a positive image
- Provide support and guidance to the President and CEO, Executive Team and members of the Senior Team for local and national presentations and events.

### **SKILLS & QUALIFICATIONS**

Successful candidate shall demonstrate an advanced understanding of communications and media relations. In addition, the successful candidate will demonstrate advanced leadership skills, effective time management, problem solving facilitation skills, and recognized team building mentorship expertise.

**Education:** Bachelor's and/or Master's degree in communications, journalism, public relations, marketing or related liberal arts field.

**Experience:** A minimum of **fifteen** years of progressive professional experience in journalism, management of communications, public relations for a public or private entity.

**Required Skills:** Superior written and oral communications skills; deep knowledge of how news media operate, how to use digital media (including websites, social media, video, photography), knowledge of how public entities operate, the Georgia Open Records Act, functional understanding of web technology and the latest trends in digital communications, experience speaking in public; event production experience; experience and comfort working with high level public officials and business executives; strong managerial skills and ability to work with colleagues both internal and external. Must have effective presentation, interpersonal, and leadership skills.

**Interested candidates should submit a cover letter and resume to [jobs@atlbeltline.org](mailto:jobs@atlbeltline.org).**

*Atlanta BeltLine, Inc. is an Equal Opportunity Employer and does not discriminate against any employee or applicant for employment because of race, color, sex, age, national origin, religion, sexual orientation, gender identity and/or expression, status as a veteran, and basis of disability or any other federal, state or local protected class.*

*Equity Note: Research suggests that women and Black, Indigenous and other persons of color are less likely than men and white job seekers to apply for positions unless they are confident they meet 100 % of the listed qualifications. We strongly encourage all interested individuals to apply, and allow us to evaluate the knowledge, skills and abilities that you demonstrate, using an intentional equity lens.*