



Communications Coordinator

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 Communications Coordinator is an integral support position that will play a critical role in telling the story of every aspect of the Atlanta BeltLine by generating and updating content, managing visual assets, analyzing campaigns, assisting with social media, documenting communications reach, and interfacing with the general public. Successful candidates will demonstrate exceptional writing, listening and oral communication skills; experience in social media; experience with WordPress or other web-based blogging platforms; excellent research and analytical skills and the ability to produce content for multiple platforms including print and digital. In addition, successful candidates will display a familiarity with the goals of the Atlanta BeltLine project and Atlanta neighborhoods.

The communications coordinator position offers the successful candidate the opportunity to join a growing organization which is setting national standards in sustainable urban development, and a project which has ignited passionate support both within Atlanta and around the country.

PRIMARY RESPONSIBILITIES

- Frequently audit website; produce and edit content ensuring accuracy, consistency and cohesiveness to ensure the Atlanta BeltLine's online presence is current, informative and concise
- Coordinate photo and video projects by helping identify interviewees / subjects and scheduling with consultants
- Support comms team and consultant with social media strategy
- Draft blog posts, press releases, and other written communications
- Gather and analyze monthly reports from social media, the website, and media to gauge effectiveness of campaigns
- Monitor and catalogue media mention of Atlanta BeltLine coverage; provide quantitative analysis of media coverage in terms of media impression numbers; document media coverage in Salesforce
- Manage library of photos and b-roll for media and other requestors
- Manage media tour planning, logistics, outreach, RSVPs, etc.
- Work with communications team to maintain and update media contact lists in Salesforce
- Assist with logistics, runs of show, promotions, website updates, and more as related to events
- Work with staff to draft award submissions
- Assist with presentations as needed
- Assist with research projects and requests as needed
- Attend public meetings as necessary
- Support the communications department in a wide variety of day-to-day tasks and requests
- Promote the Vision, Mission and Core Values of ABI while fostering a collegial work environment.

Education: Bachelor's and/or graduate degree or equivalent in Liberal Arts, Communications, Journalism or related field preferred

Experience: Entry level position with a solid background in communications and design.

Required Skills:

- Strong written and verbal communication skills with experience in social media outlets
- Exceptional organizational skills
- Understanding of Google Analytics and skilled at identifying trends
- Graphic design experience
- Experience working within Salesforce or a similar CRM / database
- Experience with Adobe Creative Cloud
- Experience with WordPress a plus
- Proven ability to deliver high-quality work products
- Qualities of professionalism, diplomacy, flexibility and composure to adapt to a variety of situations
- Demonstrable ability to execute multiple projects and prioritize demands within given deadlines
- Strong ethics in interpersonal relations and capable of effectively working as a collaborative team member
- At least a basic knowledge of one or more of the disciplines covered by the Atlanta BeltLine—e.g., urban planning, greenspace development, transportation, affordable housing and community development issues--is preferred.
- Understanding the impacts of institutional and systemic barriers on marginalized communities and a commitment to integrating equity and inclusion throughout all facets of your work.
- Creative with an eye for detail
- Experience with film editing and / or photography preferred

Interested candidates should submit a cover letter and resume to 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.