



## **COMMUNICATIONS AND SOCIAL MEDIA MANAGER**

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 and Social Media Manager is responsible for managing digital communications and social media across a variety of platforms to raise visibility and public awareness locally, regionally, and nationally for the Atlanta BeltLine program, while working across departments and with executive team, external organizations, and government entities. He/she/they manage the social media consultant, email marketing strategy, paid social advertising, and digital communications. The person in this role must be able to work in a fast-paced environment, write clean, compelling copy under deadline and be familiar with the latest trends in social media marketing. Successful candidates will have strong analytical skills, be highly organized and efficient, able to prioritize and multi-task, and will thrive in an environment that is characterized by significant growth, diversity, and change.

### **PRIMARY RESPONSIBILITIES**

Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- Manage Atlanta BeltLine's social media strategy by overseeing Atlanta BeltLine, Inc's social media consultant to build presence, increase engagement, and ensure brand consistency.
- Collaborate with departments to develop and execute project-specific strategic communications plans; ensure inclusion across partner organizations, board members, and government entities to increase impact.
- Participate in brainstorming strategic and impactful angles, initiatives and activities to support organizational goals and campaigns.
- Write content for [www.beltline.org](http://www.beltline.org) to ensure consistent messaging and accuracy.
- Analyze monthly and quarterly reports summarizing social media reach and engagement and make content and strategy suggestions to align with communications goals.
- With consultant, curate original text, photos, graphics, videos and news for social channels.
- Ensure the department's editorial and social media calendars are in sync.
- Work with the social media agency to activate and assess paid social media advertising strategy and activation.
- Interact with customers and stakeholders through Atlanta BeltLine's social media accounts in a timely manner, respond to questions with key messages. Attend public community meetings to support livestreaming, as needed.
- Liaison with the Arts and Culture department on behalf of the Communications department to plan for all communication-based initiatives.
- Manage the Arts and Culture portion of the website.

- Coordinate email efforts between Atlanta BeltLine, Inc. and Atlanta BeltLine Partnership, including scheduling, slate development, and email list management.
- Understand all facets of the project and distill technical or complex information into language appropriate for the general public.
- Maintain and grow relationships with counterparts in partner organizations.
- Seek out and engage in professional development and educational opportunities to stay abreast of current trends in public relations and digital media.
- Ensure everything produced is examined through a lens of equity and inclusion.

## **EDUCATION**

A bachelor's degree in communications, marketing, PR, journalism, or a related field is required.

## **EXPERIENCE**

A minimum of 4-6 years of experience in marketing, communications, or public relations, with emphasis on social media marketing and creating quality editorial content.

## **COMPETENCIES**

- Hands on experience in content management with solid writing and editing skills and the ability to create quality content in a fast-paced environment with competing deadlines.
- Have a creative design eye and ability to deliver curated content (text, image and video).
- Strong interpersonal, organizational, project management and time management skills, with superior attention to detail and the ability to deal effectively with people at all levels.
- Commitment to promoting the Vision, Mission and Core Values of ABI while fostering a collegial work environment
- Demonstrated leadership, strategic-thinking and problem-solving skills, with the ability to share creative and new ideas.
- Ability to work well independently and in a team environment; must be versatile and a self-starter; able to maintain a high level of professionalism, integrity and confidentiality.
- Enthusiastic go-getter who is willing and able to attend in-person and virtual community events and meetings.
- Ability to research and analyze various types of data and information.
- Familiarity with social media platforms is required, with demonstrated use of social media in a professional setting.
- Proficiency with Microsoft Office (Word, Excel, PowerPoint) required.
- Experience using Salesforce, Asana (or other project management tool), Sprout Social, Adobe Creative Suite (Photoshop, Illustrator, InDesign), Google Analytics, HTML/CSS, WordPress and/or Salesforce are helpful, but not required.
- Experience with video capturing and editing preferred.
- 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 of the impacts of institutional and systemic barriers on marginalized communities and a commitment to integrating equity and inclusion throughout all facets of your work

**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 that 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.*