



Job Description

Position: Communications Officer

Reports to: Co-Executive Directors

Location: Greensboro, NC

Summary

The Beloved Community Center (BCC), founded in Greensboro in 1991, is primarily a “place-based” community building organization with state and national reach. In 2023, the Beloved Community Center is poised to deepen and broaden its important organizing for racial and economic justice in Greensboro, and on state and national levels. BCC led Greensboro to organize the nation’s first Truth and Community Reconciliation process, drawing from international models. BCC is currently working with partners and constituents toward the development of a North Carolina Truth, Justice and Reconciliation process to serve as a model and resource for emerging national truth formations. To take advantage of this important moment, BCC is searching for a **Communications Officer** to work as a key leader of our growing executive team. From day one, the communication officer will have an immediate impact on advancing our vision, purpose and collective productivity -- streamlining external strategic communications initiatives, overseeing communications program management, and ensuring internal communication channels are open – to facilitate a scaling-up of our work. The ideal candidate will have proven experience in a leadership role, with a strong understanding of leading change in racial and economic justice organizing principles.

Objectives of this Role

- Serve on the executive leadership team, designing and leading a strategy around narrative change related to local, state and national truth-seeking, racial and economic justice.
- Seek mentoring from the current co-directors since they are the unique leaders in this field.
- Collaborate with partner organizations to develop, coordinate and advance a broader set of compelling communications change strategies.
- Establish and drive a digital communications strategy spanning social media, earned media and other digital platforms.
- Develop brand/narrative voice and maintain integrity across all platforms.
- Harmonize with partner organizations to ensure consistent alignment of the communications strategies, narratives and approaches.

Daily and Monthly Responsibilities

- Prepare and manage all communications assets including social media, media releases, and website.
- Manage media relations and develop contacts with media community members, influencers, and community leaders to achieve objectives and outcomes.
- Lead a team of communication and design professionals and volunteers to deliver the creation of digital, video, audio and print content.
- Track engagement across various platforms to inform data-driven decisions to improve content and grow awareness of BCC vision, purpose and objectives.
- Serve as brand steward: manage design, typography and overall visual identity in the online and offline spaces.
- Develop and manage communications budget to meet strategic and financial objectives.
- Collaborate with partners and communication team to develop and professionally articulate communication strategies and social media campaigns to increase awareness of organizations mission , programs and objectives.
- Participate in board committees where appropriate.

Skills and Qualifications

- Bachelor's degree in communications, marketing or a related discipline
- 5-plus years of progressive communications, marketing or public relations or related experience
- Excellent verbal communication and presentation skills
- Excellent team building skills
- Experience with advocacy journalism, content marketing, blogging, or traditional journalism
- Impeccable copywriting and copy-editing abilities
- Experience managing digital content across various social media platforms
- Demonstrated knowledge and proficiency with communications technology.
- Familiarity with social media platforms and social media marketing
- Experience with search engine optimization (SEO) and marketing, Google Analytics, and Google AdWords
- Strong leadership track record in developing and mentoring others

Preferred Qualifications

- Experience with community organizing
- Experience with budget management
- Proven success in a project coordination role

- Understanding of copywriting, graphic design, layout, and publishing
- Familiarity with Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)
- Established media relations
- Working knowledge of content management systems, HTML coding, and digital graphics production
- Open to being “on the ground” in Greensboro within a year of accepting the position.

Benefits and Compensation

Salary Range: \$70K - 90K, commensurate with experience. Flexible 40-hour week schedule; some weekend work required periodically. Generous personal and vacation leave time package provided.

To Apply

Interested applicants please submit a cover letter, three (3) professional references, and resume to Julia Howell Barros at julia@jhowellbarros.com. Position is open until filled.