

**BVM Capacity Building Institute**  
**Communications Director**

**Position Description:**

BVM is seeking a **Communications Director** to be responsible for the design and implementation of our strategic communications and narrative-shift objectives, including social media, text-based and print materials. The Director will increase visibility and lead external efforts, including with media and national programmatic partners. The Director will also lead BVM's communication team in developing movement communications infrastructure and providing support to community-based network partners to strengthen local communications.

**Principal Responsibilities:**

The Director will lead messaging and collaboration with national/regional partners within the Black electoral ecosystem or who are organizing around racial justice issues consistent with BVM's approach.

The Director will lead a team of 3-4 staff members in fulfilling the following responsibilities:

*Media Relations/Media Tracking*

- Directing staff who will pitch stories to media, respond to media inquiries and coordinate media involvement on bus tours
- Developing statements in response to current events
- Developing and providing metrics to track media placements and impact

*Social Media/Newsletter*

- Directing staff who will manage BVM's social media (FB, TW, IG, YouTube) and consistent e-newsletters
- Working closely with state coordinators to ensure that P2P and broadcast text messages are reinforcing field and phone outreach

*Texting Campaigns*

- Directing staff who develop P2P and mass text scripts relevant for specific counties and states
- Manage opt-in contacts to ensure contacts are effectively grouped to maximize targeted outreach.
- Training team members, community-based partner organizations and volunteers on peer to peer texting, including weekly training webinars and occasional in-person training workshops

*Graphic Design/Website Messaging*

- Directing graphic design staff and/or contract designers to develop campaign collateral
- Ensuring that website action pages reflect current campaigns

*Regional Radio Network*

- Coordinate with regional partners such as Project South
- Coordinate with Field Director and state-based staff on developing radio content

**Qualifications:**

- Experience with media relations
- Experience with social media strategies and metrics.
- Familiarity with SMS advocacy desired; knowledge Hustle or similar peer-to-peer SMS platforms a plus.
- Knowledge EZ Texting or similar SMS platforms a plus.
- Knowledge of voter targeting via VAN and other data sources.
- Strong writing and verbal communications skills and close attention to detail
- Ability to work well in a dynamic, fast-paced and collaborative team environment; ability to adapt quickly.
- Experience with goal-setting, metrics tracking and reporting.
- Commitment to progressive causes and community organizing experience a plus.

**This position reports to:** Executive Director

**Travel Requirements:** Ability and willingness to travel approximately 30% of the time (based in Atlanta, GA)

**Salary & benefits:** Annual range of \$70k – \$80k, depending on experience, plus health benefits.

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**About BVM**

Our goal is to increase power in marginalized, predominantly Black communities. Effective voting allows a community to determine its own destiny. We agree with the words of Dr. Martin Luther King, Jr. when he said, “Power at its best is love implementing the demands of justice, and justice at its best is power correcting everything that stands against love.” We seek to achieve our goals with the following 5 core beliefs in mind:

- The key to effective civic engagement and community power is understanding, respecting and supporting local infrastructure.
- Black voters matter not only on election day, but on the 364 days between election days as well. This means we must support individuals and organizations that are striving to obtain social justice throughout the year.
- Black voters matter *\*everywhere\**, including rural counties and smaller cities/towns that are often ignored by candidates, elected officials, political parties and the media.
- In order for Black voters to matter, we must utilize authentic messaging which speaks to our issues, connects with our hopes and affirms our humanity.
- The leadership, talent and commitment demonstrated by Black women in particular must receive recognition and, more importantly, *\*investment\** in order to flourish and multiply.

This position also supports Black Voters Matter Fund (BVMF), an affiliated 501(c)(4) advocacy organization. While motivated by the same core values – power building, equity and justice – BVM and BVMF operate independently of one another and each organization has its own board of directors.

BVM is an equal opportunity employer. BVM prohibits unlawful discrimination against any employee or applicant for employment based on race, color, religion, sex, gender identity, age, national origin, genetic characteristics, disability, status as a special disabled veteran or veteran, marital status, sexual orientation, sexual identity or any other basis prohibited by law.