

BVM Capacity Building Institute
Digital Communications Specialist

Position Description:

BVM is seeking a **Digital Communications Specialist** to be responsible for managing and growing the organization's digital communications program, including social media, email and website. The Communications Specialist will work closely with BVM's Communications Director to increase visibility for BVM as well as provide support and training to community-based network partners.

Principal Responsibilities:

- Implement BVM's digital communications program, to include social media, email outreach, website, and online advocacy campaign and tools
- Evaluate metrics, keeping up with best practices, recommending digital strategies to grow our lists and increase our reach, maintaining an up-to-date email database, and other associated tasks
- Regularly report to staff about progress of campaigns and overall growth
- Occasionally travel with BVM bus tours to provide social media support, to include photography videography, and graphics as needed
- Train community-based partners on effective social media practice and developing social media kits

Qualifications:

- Experience managing organizational social media accounts.
- Experience with CRMs (ideally, Salsa Engage and Salesforce)
- Experience using Wix platform for web maintenance
- 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 experience with advocacy or social justice organization(s).

This position reports to: Communications Director

Travel Requirements: Ability and willingness to travel approximately 20% of the time (based in Atlanta, GA)

Salary & benefits: Annual range of \$46k – \$52k, depending on experience, plus health benefits.

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.

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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.