



*Southerners On New Ground (SONG) is a regional Queer and Trans Liberation organization made up of Black, Indigenous, and people of color, immigrants, undocumented people, disabled folks, poor and working-class, rural and small town, LGBTQ people in the South. We believe that we are bound together by a shared desire for ourselves, each other, and our communities to survive and thrive. We believe that Community Organizing is the best way for us to build collective power and transform the South.*

***“We are looking for the people who are looking for us.”***

SONG is hiring! In the midst of continued political attacks and an ongoing need to increase our internal capacity, SONG is planting seeds of renewal and building a team of the willing. Our staff is a beautiful tapestry of brilliant, passionate freedom fighters. The recipe for success includes team members who bring deep organizing backgrounds, popular education skills, and astute political analyses.

We're looking for everything listed in the job description below, and believe there is a person out there who is looking for this particular portal: one who is ready to roll up their sleeves and join shoulder-to-shoulder with us to do the unique work required to steward SONG into its next powerful stage. This person has long experience in the overlap of these circles: grassroots organizing, nonprofit management and LGBTQIA+ community building with all of its promises and all of its challenges. We seek a person who resonates with the following ideas: “low ego, high impact”; emergent strategies; interdependence; and who is “willing to be transformed in the service of the work.” Is that you?

**TITLE: Director of Communications**

**HOURS:** Full-Time

**REPORTS TO:** Co-Directors

**LOCATION:** This position requires working remotely/from home (must be located in the South), with some travel to SONG convenings as well as evening and weekend work hours to support SONG's operations.

**POSITION SUMMARY:** Grounded in SONG'S mission, vision, and theory of change, the Director of Communications collaborates with the Co-Directors to lead SONG's communication strategy of both the 501 c3 and c4 entities. This position supervises

the Communications Team whose members are responsible for co-creation, implementation, and evaluation of the organization's strategic communications initiatives that create visibility for SONG's work and programs.

## **PRIMARY RESPONSIBILITIES:**

### **Management**

- Manage Communications Team, which includes hiring, training, supervision, evaluation, professional development, support, retention, and promotion
- Participate in the leadership of the organization to conduct organizational planning, including being willing to pivot and problem solve as necessary with the goal of contributing to a strong values-aligned organizational culture and healthy workplace

### **Strategic Communication:**

- Develop mechanisms, tools, and templates for external and internal communication materials (protocols, talking points, press kits, etc.)
- Develop and implement media relations strategy including maintenance of media lists and cultivation of relationships with journalists, and other public writers for both the 501 c3 and c4 arms of the organization.
- Lead message development for SONG's campaigns, programmatic work and partnerships, including tracking the current political climate through media scans to identify trends and opportunities for earned media strategies.
- Coordinate training materials that support the development of spokespeople, including staff and members
- Create member integrated strategies/engagement practices to highlight local organizing work on the ground
- Work SONG's sister and partner orgs for joint campaigns and collaborations.
- Act as a spokesperson for the organization when appropriate
- Collaborate with other departments to support organizational work (e.g. developing promotional materials to support grassroots fundraising efforts)
- Support strategy for rapid response communications in collaboration with Organizing Leads and Co-Directors
- Organize systems that document and preserve SONG's archives

### **Communication Management**

Lead Communications Team to accomplish the following:

- Manage and monitor the organization's online platforms including Facebook, Twitter, Instagram, and website to ensure that content is up-to-date, aligned with SONG's values, principles, and legacy of work, and consistent across all platforms.

- Alongside the Communication Team members, manage internal tools including Co-Schedule, Bit.ly, Vimeo, and Flickr
- In collaboration with the Operations Team, maintain internal communications tools (i.e. Zoom, Slack)
- Direct the creation of SONG's annual end of year report
- Plan and lead documentation of SONG's regional convenings
- Build and maintain organizational editorial calendar (including events held across the organization)
- Coordinate the storage of communications-related documents, communication collateral, and regional swag, both virtually and at SONG's office.

### **QUALIFICATIONS:**

- Understanding of and commitment to SONG's organizational mission, vision, history, theory of change, political strategy, and issues affecting the lives of LGBTQ, Black, immigrant, poor & working-class, and Latinx Southern communities
- Proven ability to work within and across multi-racial, multi-ethnic, multi-gendered, and intergenerational communities
- Strong interpersonal, facilitation, conflict and crisis management skills, including ability to give and receive constructive feedback.
- Ability to manage multiple projects with overlapping deadlines, to work independently as well as collaboratively, and to ask for help when needed.
- A minimum of four years of experience in a combination of the following areas: digital communication/organizing, media, strategic communications, training and public relations and grassroots organizing and leadership development
- Expertise using social media, paid digital platforms as well as digital organizing tools to engage SONG members, and shape the public discourse of SONG's campaigns.
- Strong listening skills to understand internal and external community needs in order to engage folks in communications work
- Experience working in both 501 c3 and c4 organizations preferred
- English proficiency is required, an understanding of/experience working with language justice principles and practices is a plus
- Bilingual (Spanish) strongly preferred
- Experience with graphic design, including Adobe Creative Suite, and basic photography skills a plus.
- Ability to work flexible hours, including evenings and weekends

- Willingness to travel up to 1 week per month (dependent on pandemic conditions)
- Must work and reside in the South

**COMPENSATION:** Compensation for this role is set at \$75,000 per year with a generous benefits package including fully paid medical insurance, wellness care and childcare support packages. This is a permanent position, however the starting contract agreement is for the first six months to ensure the hire is a good fit for SONG and the person hired. Meals & travel are covered for staff while on the road.

**SONG'S COMMITMENT & EXPECTATIONS OF NEW HIRES:** SONG's commitment to the new hire is, at its core, a political commitment. We believe that in order to support broad-based social justice movements for the long haul, we must continually develop new leaders and build SONG to get the work completed. Intentional and hands-on work with staff, fellows, and interns is one way we work towards these political goals. We are committed to a working exchange between SONG and new hires that are useful for both parties.

**HOW TO APPLY:** Submit a cover letter, resume, and list of three references to [hiring@songsouth.org](mailto:hiring@songsouth.org) with the subject heading "Director of Communications position". (E-mail applications only; no mail or phone calls, please.) Your resume and cover letter must include your current home address. While the **rolling review of applications** will continue until we find the right match, we strongly encourage applicants to send materials in by May 20th. **Preferred start date is on or before August 15th, 2022.**

*SONG is an Equal Opportunity Employer and does not discriminate on the basis of race, creed, color, gender/ gender identity/ gender expression, age, ethnicity, national origin, sexual orientation, religion, HIV serostatus, disability, or marital status.*