

Georgia Resilience and Opportunity (GRO) Fund

Rooted in communities, growing bold ideas for change



Title: **Communications and Narrative Director**

Reports to: Executive Director

Location: Atlanta, GA

Type: Full-Time

Position Type

[The Georgia Resilience and Opportunity \(GRO\) Fund](#) is seeking a full-time, salaried Communications and Narrative Director (CND). The salary range for this position is **\$90,000 - \$105,000/year**. The GRO Fund also offers a competitive benefits package including health, dental and vision insurance; paid parental leave; unlimited paid time off and retirement.

About the GRO Fund

The GRO Fund builds bold, evidence-based and community-driven solutions to address poverty and narrow the racial wealth divide. GRO aims to bridge the gap between policymakers, experts, and impacted communities by convening these actors around bold, actionable, community-based initiatives and policies. Our work strives to grow the possibilities of what is achievable to close the racial wealth divide and live in a state where no one lives in poverty. Our team is a collective of ambitious and bold practitioners actively building the future we want to see.

GRO's flagship project is the [In Her Hands initiative](#), a guaranteed income project which provides an average of \$850 a month no-strings-attached income supplement to over 650 women across Georgia. The program is expanding in the summer of 2024 to enroll an additional 270 participants.

GRO is building a first-of-its-kind accelerated Baby Bonds pilot program. [Baby Bonds](#) are publicly-funded child trust accounts that accelerate wealth building and a [fully funded national program estimated to close the racial wealth divide by 50%](#). GRO intends to launch the first Baby Bonds pilot program. It will be a six year, privately-funded accelerated Baby Bonds pilot program to generate insights around the impact of Baby Bonds as a strategy to support young people and narrow the racial wealth gap. If fully funded, the pilot program will provide a \$40,000 Baby Bond and a \$500/month guaranteed income to 250+ young people (15-24 years old).

Both pilot programs include a robust evaluation, a policy change effort, and a narrative change effort.

Role Overview

In partnership with the Executive Director (ED) and Leadership team, the Communications and Narrative Director (CND) is an exciting opportunity to develop and implement GRO's communications and narrative strategy.

Communications and narrative work is deeply embedded into our organization's theory of change and priorities. To this end, this role is designed for someone who can co-create priorities with the ED and experience developing and implementing communications and narrative strategies. The communications and narrative strategy will be aimed at bolstering the work of our pilots and driving policy change.

Strong candidates will be able to roll up their sleeves to implement while also holding the big picture. The CND will be primarily responsible for managing the organization's basic communications functions and ensuring those functions are aligned to the broader communications and narrative strategy. The CND role requires significant communications experience including media, press, digital and a strong grasp on how these inputs alongside additional campaigns and initiatives drive a larger narrative change strategy. Ideal candidates will have experience with narrative change initiatives including an understanding of public polling methods, audience segmentation, and cultural campaigns.

The CND role requires clear thinking and strong verbal and written communication skills, enabling them to effectively convey complex information to various audiences. Moreover, they should be enthusiastic about collaborating with both internal and external stakeholders, serving as a valuable partner in all of GRO's endeavors.

GRO has already received significant media attention for our programs, the CND's work will build on this success.

This position is currently fully funded for 1.5 years at this time. The GRO Fund intends to make this a permanent position.

Responsibilities

Strategic Communications (20%)

- Develop and implement comprehensive communications strategies aligned with the organization's mission and objectives.
- Lead the development of GRO's brand identity and voice.
- Identify and cultivate key communications and narrative partnerships
- Develop and manage communications systems and processes.
- Track and analyze communication metrics to assess the effectiveness of strategies and initiatives, and provide regular reports to senior leadership.
- Conduct research and writing as needed to ensure the GRO Fund is positioned as an expert in the field.
- Provide strategic input and support for organizational priorities including fundraising, policy advocacy, programs, and emergent opportunities and challenges.
- Manage 1-2 staff members, external partners, and consultants.

Public Relations and Media Advocacy (20%)

- Cultivate and maintain relationships with media outlets, journalists, and influencers to secure press coverage and increase visibility for the organization through writing, speaking and other media engagements.
- Ensure consistency and integrity of the organization's brand across all communication channels and materials.
- Develop and execute outreach strategies to engage diverse stakeholders, including donors, partners, policymakers, and community members.
- Identify and cultivate opportunities to position the organization as an essential source of information on economic and racial justice issues including solutions to address poverty and racial income and wealth divides. With the support of staff and consultants this includes:
 - Develop compelling stories that package policy priorities and long-term narrative and that appeal to the media,
 - Identify, craft, and place press releases, op-eds, and letters to the editor to advance stories and issues,
 - Manage media requests, including statements, comments, and talking points, Work with staff and program participants to prepare for interviews, and
 - Anticipate forthcoming stories and events and develop and execute rapid response strategies.
- Develop, track, and adjust as necessary GRO's strategy against measures of success.

Digital Communications (20%)

- Oversee the organization's digital presence, including website content, social media channels, email newsletters, and online campaigns.
- With the support of staff and consultants this includes:
 - Managing the CRM, including developing policies and procedures for the database to support contact database management, events management, membership, email communication, and advocacy efforts,
 - Create, maintain, and operationalize an editorial calendar, and
 - Create graphics and branded materials.
- Develop, track, and adjust as necessary GRO's strategy against measures of success.

Narrative Shaping Initiatives (30%)

- Create compelling narratives, stories, and multimedia content that effectively communicate the impact of the organization's programs and initiatives.
- Apply narrative research, public polling data, best practices, and tools to advance both short-term advocacy campaigns and a long-term strategy to shift pervasive narratives about poverty and the racial wealth divide.
- Develop narrative change campaigns and initiatives in alignment with the organizations programmatic and policy goals. Manage staff, partners, and consultants to implement campaigns and initiatives.
- Maintain and develop partnerships with key narrative and culture organizations. Work with key partners to strengthen the capacity and competency of the field and our multi-sector partners.
- Offer collaborative support within the organization and among the field, bringing narrative expertise and a racial equity lens to content development, from drafting to review.

Team Support (10%)

- Assist with organizational responsibilities that further the strategic goals of the organization.

Qualifications

We are seeking candidates who have:

- At least 4+ years strategic communications background, with meaningful professional communications, messaging, and/or narrative responsibilities as a main function of previous position(s).
- Knowledge and ability to apply and implement narrative shift strategy, with meaningful experience in organizing, multi-year advocacy campaigns, narrative strategy, and/or comparable experiences.
- A demonstrated commitment to and systemic understanding of racial, gender, and economic justice.
- Demonstrated experience managing a team, consultants, and external partners.
- Strong organization and ability to develop and maintain systems including a strategic communications plan, project plans, social media calendar, press lists, storytelling banks, etc.
- A track record of collaborating and developing and maintaining strong working relationships with and among partners with different backgrounds
- A proven ability to communicate (written and verbally) effectively with a variety of audiences, including policymakers, community-based organizations, and the media.
- Exceptional writing and editing skills.
- Ability to see the big picture and to execute through strong organizational and project management skills.
- A demonstrated commitment to meeting a high bar and a history of getting things done, even in the face of obstacles or multiple competing demands.
- Proficient use of Canva, Adobe, and google slides to create content and routine editing.
- An ability and willingness to travel periodically and attend occasional evening obligations.

Other Desired Skills

- Knowledge of and experience with economic and racial justice policies, legislative processes, or electoral campaigns.
- Experience curating curriculum and/or development for trainings and workshops, especially on organizing, advocacy, and/or messaging.
- Experience working directly with community members, strong interpersonal skills and an ability to work directly with program participants on storytelling.
- Experience with academic research and program evaluation.

Location

This role is based in Atlanta, GA. Remote work is permitted but candidates must live in Georgia and be available to work in the metro-Atlanta area regularly. The candidate may be expected to travel to locations across Georgia (up to 10% of the time). We currently have an office co-working space for staff in Atlanta where our team meets regularly.

Apply

Interested candidates should email their resumes and a brief cover letter as attachments to Sopen Joseph at admin@thegrofund.org and copy ops@thegrofund.org with the subject “Application for Communications and Narrative Director Position” by **Friday, June 12th, 2024**.

Cover letters should include:

- Why do you want to work for the GRO Fund?
- What experience do you bring to the role?
- What is not on your resume that we should consider?

The target start date is early July 2024. Flexibility will be given for the candidate with the best fit. References will be requested from finalists.

The GRO Fund is an equal-opportunity employer that centers racial justice in its work internally and externally. We are committed to equity and diversity and to the recruitment and retention of people from backgrounds traditionally excluded from nonprofit leadership & philanthropy, including Black, Indigenous and people of color, LGBTQ+ individuals, and people with disabilities.