



## **Communications Strategist Role Description**

I Be Black Girl is a collective that creates space for Black women, femmes and girls to access their full potential through economic liberation and reproductive freedom. We know that we are the energy and essence and deserve a world where we can authentically, BE.

### **Position Overview**

The Communications Strategist supports all aspects of I Be Black Girl (IBBG) communications strategy to further the programmatic goals and increase public awareness. A remote contract position, the Communications Strategist plays a key role in raising IBBG's visibility across the state of Nebraska and nationally. This role will manage key communication functions like media relations, web presence, social media, print materials, and community outreach. The Communications Strategist reports to the Director and works closely with other team members.

### **Who We Need**

IBBG is looking for someone who unapologetically centers and works on behalf of Black women, femmes and girls. This person will be further along in their justice journey to center key principles like abolition, reproductive justice and anti racism while consistently decolonizing their approach (because we know this is a journey not a jog). The contractor in this role will be a self-starter that likes to not only develop strategy but also implement that strategy and is comfortable with having management and not supervision. The person in the role will need to be able to use Microsoft Office Suite, email, all social media platforms, design software and project management software

### **Classification**

This is a part time contract position with an hourly rate of \$20-30 for up to 30 hours per week.

### **Core Functions**

- Strategy: Create and implement multi-faceted communications plans on core reproductive justice priorities of IBBG, which include goals, audience definitions, messaging, media relations strategies, and use of digital platforms.
- Digital communications: Develop and refine platform-specific digital strategies and digital media content, including social media posts, web updates, and email



communication. Monitor social media channels for opportunities to engage and leverage internal analytics to optimize communications.

- Media relations: Lead daily clip distribution and assist with pitching news stories, and managing the media database. Assist in preparing advocates, and other spokespeople for effective media appearances.
- Brand management: Ensure consistent, clear messaging that represents IBBG.
- Integrated advocacy: Work in partnership with other team members to co-produce external communications that align to our advocacy efforts. This includes supporting the development and implementation of grassroots engagement strategies such as email action alerts and social media targeting; folding traditional media and digital strategies into integrated advocacy campaigns to influence policymakers; and analyzing data to be used in external advocacy strategies.
- Community engagement: Work with other team members to plan, implement and promote IBBG and other events. Effectively manage communications with IBBG influencers.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is occasionally required to stand; walk; sit; use hands to finger, handle, or feel objects, tools or controls; reach with hands and arms; climb stairs; balance; stoop, kneel, crouch or crawl; talk or hear; taste or smell. The employee must occasionally lift and/or move up to 25 pounds. Specific vision abilities required by the job include close vision, distance vision, color vision, peripheral vision, depth perception, and the ability to adjust focus.

Work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. While performing the duties of this job, the employee is not exposed to weather conditions. The noise level in the work environment is usually moderate.

### **Application Process**

To submit for this role, send a one page resume, one page cover letter speaking to why you are interested in the role and two work samples to [hello@ibblackgirl.org](mailto:hello@ibblackgirl.org)



The position has an anticipated start date of late January early February 2022 and submissions will be accepted on a rolling basis. Applicants will only be contacted if selected for an interview.