



## **Communications and Organizing Strategist Role Description**

I Be Black Girl (IBBG) is a reproductive justice organization that leads with boldness, innovation and inspiration, actively creating a radical change-making culture that centers Black women, femmes and girls. Inspired by the work of bell hooks, Alice Walker, Audre Lorde and other Black feminist and womanist, our organization provides transformational change at the intersections of gender and race. The term “I Be,” framed by author bell hooks in Be Boy Buzz, inspired IBBG’s founder to fill spaces with what it means to exist as a Black woman, femme or girl—where we are free to define and own that narrative.

Learn More: [www.ibblackgirl.com](http://www.ibblackgirl.com)

### **Position Overview**

The Communications & Organizing 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 located in Nebraska, 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. This position reports to the Director and works closely with other contract 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 implement 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 contract position located in Nebraska, up to 32 hours per week, with an hourly rate of \$20-30.



## **Core Functions**

### Strategy:

- Create and implement multi-faceted communications plans on program priorities of IBBG, which include goals, audience definitions, messaging, media relations strategies, and use of digital platforms.
- Brand management: Ensure consistent, clear messaging that represents IBBG.
- Shopify: manage inventory and promotion of online merch store

### 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.
- Produce monthly IBBG newsletter

### Media relations:

- Lead daily clip distribution and assist with pitching news stories, and managing the media database.

### Organizing:

- Work in partnership with other team members to co-produce external communications that align to our power building efforts. This includes supporting the development and implementation of grassroots engagement strategies such as email action alerts, toolkits and social media targeting.
- Work with other team members to plan, implement and promote IBBG and other events.

### Social Media:

- Create content (e.g. written posts, video content, stories, graphics, edited images, etc.) that reflects IBBG's voice, values and mission based on promotional needs, activities, special events, announcements, etc.
- Draft, schedule, publish, and optimize daily content across multiple platforms (e.g. FB, Instagram, Twitter, YouTube, LinkedIn, Tiktok, etc.) making sure posts are on brand, on message, aligned with strategy and approved
- Develop and maintain a comprehensive social media calendar that aligns with the overall marketing strategy
- Collect, organize, and maintain digital content and creative assets so they are readily accessible when needed



- Monitor, listen, and respond to users (as appropriate), creating opportunities to engage with IBBG's audience
- Amplify partner content across social channels; strategize on how best to prioritize and balance said content
- Identify and collaborate with influencers on giveaways, brand promotions and create buzz through partnerships
- Analyze and report campaign/content performance; use said data to uncover insights that help drive growth

Other duties as assigned

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@ibebblackgirl.org](mailto:hello@ibebblackgirl.org)

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