



Position Opening

Social & Digital Media Manager

Salary: \$75,000-80,000

Status: Full-Time, Exempt

Reports to: Communications Director

Location: Atlanta, Georgia

Description

The Georgia Conservation Voters family of organizations includes the Georgia Conservation Voters, Inc., the Georgia Conservation Voters Education Fund, and the Georgia Conservation Voters Action Fund. The Georgia Conservation Voters' (GCV) mission is to advocate for public policies that advance a more just and sustainable future, campaign for candidates prioritizing climate and environmental justice, and hold elected officials accountable for their actions and votes. The Georgia Conservation Voters Education Fund (GCVEF) mobilizes Georgians to advance climate and environmental justice through education, advocacy, and other forms of civic engagement. The Georgia Conservation Voters Action Fund (GCVAF) campaigns for climate champions. These complementary organizations hold Georgia legislators and policymakers accountable for their actions on climate and environmental justice.

This role is responsible for the end-to-end execution of digital campaigns, which includes managing high-level social media strategies, graphic production, and influencer coordination to amplify the organization's message. Beyond content, the manager owns the "data manager" function, overseeing the EveryAction CRM to handle list segmentation, activist coding, and audience modeling for paid media. Their technical oversight extends to the full lifecycle of the email program—from A/B testing and mobile optimization to automated follow-ups—while maintaining the organization's web presence through landing page development and SEO optimization. By generating sophisticated reporting dashboards and extracting targeted lists for field organizing and donors, this position ensures that every digital touchpoint is backed by robust data and strategic infrastructure.

Responsibilities

CRM & Campaign Operations (Data Management)

- Database & Targeting: Manage EveryAction activist codes, campaign tagging, list segmentation, and audience modeling for paid media.
- Email Program: Lead the email lifecycle, including builds, QA testing, mobile optimization, A/B testing, and performance analytics.
- Forms & Petitions: Execute action alerts, petitions, pledge forms, and digital advocacy tools.
- Event Infrastructure: Manage event builds, RSVP tracking, attendance reporting, and follow-up automations.
- List Extraction: Generate field organizing lists, donor targeting lists, paid media audiences, and coalition partner exports.
- Reporting & Dashboards: Maintain email performance dashboards, list growth tracking, engagement analytics, and conversion reporting.

Social & Content Execution

- Platform Strategy: Develop and implement comprehensive social media strategies across Facebook, X, Instagram, LinkedIn, and TikTok.
- Social Publishing: Create, curate, and manage engaging content and graphics.
- Influencer Coordination: Develop partnerships with influencers and advocates to expand digital reach.
- Media Integration: Manage cross-posting for earned media and ensure brand consistency across all digital channels.

Website & Blog Management

- Updates: Oversee regular website updates and landing page creation.
- Blog Management: Manage the organization's blog to amplify GCV's message.

Qualifications

- Work Experience:
 - 3+ years of experience in social media management, digital marketing, or communications.
 - Strong writing and storytelling skills with the ability to craft compelling content.
 - Proficiency in social media platforms, analytics tools, and digital advertising platforms.

- Experience with graphic design and video editing tools (Canva, Adobe Suite, CapCut, etc.).
 - Knowledge of digital advocacy and grassroots mobilization strategies.
 - Ability to multitask and manage multiple projects in a fast-paced environment.
 - Passion for GCV and a deep understanding of digital activism.
- Skills:
 - Experience in nonprofit, advocacy, or political campaigns.
 - Familiarity with email marketing tools (Mailchimp, EveryAction, or similar).
 - Knowledge of SEO and website content management systems (WordPress, Squarespace, etc.)
- Cultural Competence:
 - Ability to work with communities and professionals different from you in culture, ethnicity, political viewpoints, age, economic situation, or other differences.
 - Demonstrated awareness of one’s cultural identity, views about differences, and the ability to learn and build on varying cultural and community norms. An understanding of racial justice and the urgency of confronting institutional racism and inequity. Commitment to equity and inclusion as organizational practice and culture.
- Conditions:
 - This position is based in Atlanta, Georgia. We may consider other locations.
 - This job operates in a dynamic environment and will require frequent travel, including trips to the State Legislature and throughout Georgia.
 - Ability to work hours exceeding stated office hours as needed; ability and willingness to travel for staff retreats, meetings, and professional development opportunities.

Compensation

The salary range for this position is posted at the top of this job description. The salary is commensurate with similarly situated nonprofit advocacy organizations, and the final amount will depend upon experience and qualifications.

Georgia Conservation Voters provides paid vacation and sick leave, health, vision, dental insurance, and a 401(k) retirement plan. GCV also supports a healthy work-life balance through flexible working practices, including flexible working locations and hours, extensive time off, professional development support, and holistic health support, including therapy reimbursement.

To Apply

Submit your cover letter and resume using the application found at gcvoters.org/careers.

If your experience is primarily out-of-state, please explain in your cover letter why you want to do this work in Georgia.

GCV is an equal opportunity and fair chance employer committed to a just, equitable, and inclusive workplace. We encourage applications from all qualified individuals without regard to race, color, religion, gender, sexual orientation, gender identity or expression, age, national origin, marital status, citizenship, disability, veteran status, or record of arrest or conviction. We encourage applicants with disabilities who may need accommodations in the application process to contact jobs@gaconservationvoters.org