



## Communications Specialist (Full Time)

**Classification:** Non-Exempt

**Reports to:** Communications & Development Manager

**Status:** Full Time

**Salary:** \$25,000-40,000

**Your Talent. Our Passion. Shared Vision.** Healthy Mothers, Healthy Babies Coalition of Georgia's mission is to improve maternal and infant health through advocacy, education, and access to vital resources. Our vision is to create a Georgia where every mother and baby has the resources and support to be healthy and thrive throughout the perinatal period. To learn more about HMHBGA by visiting us online at: [www.hmhbga.org](http://www.hmhbga.org).

**What we offer.** HMHBGA offers its full-time employees' a robust benefits package which includes employer-sponsored (80%) health, dental and vision plans as well as a SIMPLE IRA retirement savings plan with employer match. We also offer unique training opportunities, paid holidays, PTO, and telework opportunities for select positions.

Healthy Mothers, Healthy Babies Coalition of Georgia is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees.

**Job Responsibilities.** The Communications Specialist is an integral member of HMHBGA's Communications team collaborating with cross-functional team members to advance the organizations strategic goals and achieving maximum results. The Specialist will be primarily focused on digital communications and will be responsible for managing and maintaining content for HMHBGA's websites, microsites, social media and mass email communications system. The Specialist must possess demonstrated expertise in writing, copy editing, content creation and website management.

Reporting to the Communications and Development Manager, the Communications Specialist will implement website and social media strategies that supports the organizations marketing goals, is user-centric, and effectively conveys the unique value proposition of HMHBGA. The Specialist must demonstrate strong project management skills and a deep understanding of digital communications best practices and strategies. The Specialist must possess strong written, organizational, and communication skills that facilitate collaboration with colleagues throughout the organization as well as birthing people, families, coalition members and other key stakeholders. The Specialist must be self-motivated, efficient, and detail-oriented, and have the ability to collaborate across departments and divisions. A clear understanding of maternal and infant health is strongly preferred.

- Embraces the mission, vision, and strategic priorities of HMHBGA
- Work alongside the Communications and Programs teams to create, curate, and manage highly engaging organic content in multiple formats to reach HMHBGA's and Pickles and Ice Creams (P&I's) targeted audiences, increasing followers, likes, and engagement on multiple social channels such as Facebook, Twitter, Instagram, LinkedIn, newsletters, and blogs.
- Supports Communications and Development Manager with all web-related project planning and development including but not limited to social media strategy and implementation.
- Maintains and updates website content in collaboration with vendors and applicable internal teams.

- Ensures that digital communications are effective in reaching the appropriate audiences and align with HMHBGA's branding and messaging standards
- Creates marketing assets for programs and events such as flyers, graphics, slides, etc.
- Support and evaluate results of communication campaigns with the team.
- Supports with website and social analytics and provide data to inform decisions and strategy
- Leads the development, editing, and dissemination of the organizations e-newsletters
- Writes and edits content for various platforms including emails, social, media, websites, etc.
- Works alongside our creative contractors and internal departments to identify and fulfill photography and videography coverage, and other needs
- Updates job knowledge by participating in educational opportunities and reading professional publications
- Performs other duties as assigned

**Minimum Qualifications.**

- BA/BS in Marketing, Communications, Public Relations, or relevant field.
- Two years of experience in a related role preferred.
- Strong content creation skills with creativity and detail orientation.
- Excellent written and verbal communication skills.
- Outstanding organizational and planning abilities.
- Experience with social media management.
- Experience using Microsoft Office Suite, Adobe Creative Suite, and WordPress.

**How to Apply.**

Please follow these instructions exactly. Applications received that are not in the correct format will not be reviewed. Please email your current resume, 3 work samples and a cover letter expressing your interest **IN A SINGLE PDF FILE** addressed to Daphne Yuan to: [thecoalition@hmhbga.org](mailto:thecoalition@hmhbga.org) with the subject line: "Communications Specialist."

\*Please no phone calls. Only candidates selected for consideration will be contacted\*