



Communications Associate Job Description

Company Information

Organization Name: *Gathering Ground, Inc.*

About Our Organization: **Gathering Ground** fosters community cohesion and collaborative action by bringing together highly-diverse groups of people with varied backgrounds, lived experiences, expertise and influence to amplify community dialogue around critical issues, build and strengthen networks, encourage cross-sector and multi-cultural partnerships and cultivate equitable community-rooted solutions.

Website: <https://gatheringground.us>

FLSA Status: **Non-Exempt**

Employment Status: **Part-time**

Primary location: **NJ based, remote office (no central office)**

Job Summary

As Communications Associate at Gathering Ground you will be a crucial team member responsible for developing and executing our communications and social media strategy. Your primary focus will be to enhance our online presence, engage our audience, and amplify our brand messaging across various platforms. This role requires a creative and strategic mindset, excellent communication skills, and a passion for staying at the forefront of social media trends.

Education, Skills, and Experience

- Minimum 3-5 years experience in a Communications role
- Must have a stable and reliable internet connection
- Must have strong written and oral communication skills, with strong attention to detail and proofreading
- Must have familiarity with contemporary socio-economic justice movements issues and movement building
- Must be familiar with or able to quickly learn the following platforms and programs: Google Drive, Microsoft Office, Buffer, Facebook, Twitter, Instagram, LinkedIn, Canva, Zoom
- Experience with Salesforce and Constant Contact is highly preferred. Experience with a similar CRM platform, demonstrating the ability to quickly learn is also a plus
- Social media experience is required
- Content creation (graphics and videos) experience is preferred, particularly knowledge of Adobe Premiere & Photoshop is a further plus
- Must be able to keep information organized and confidential
- Must have access to a vehicle & valid drivers license
- Must be able to lift a minimum of 30 lbs

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- Must be able to work independently and as part of a group
- Must have a commitment to Gathering Ground's mission and vision
- Strong creativity, collaborative leadership skills, and the ability to self-start preferred

Primary Duties

The role is designed to perform the following essential functions:

- Communications Strategy:
 - Develop and implement a comprehensive communications strategy aligned with Gathering Ground's mission and goals.
 - Create engaging content for print and digital communications that effectively communicates our values and initiatives.
- Social Media Management:
 - Build and execute a social media strategy across platforms including Instagram, Facebook, Twitter, and LinkedIn.
 - Increase audience size and engagement across all platforms.
 - Create, curate, and schedule content that resonates with our audience, promotes our work, and amplifies social justice messages.
 - Monitor social media channels, respond to inquiries, and engage with the online community.
 - Stay abreast of social media trends and apply insights to optimize strategy.
- Content Creation:
 - Draft and design communications materials, including weekly email blasts, monthly newsletters, and blog posts.
 - Develop original concepts for various media, such as graphics, photography, and short videos.
- Email List Management:
 - Assist in maintaining and growing the organization's email list.
- Metrics and Analytics:
 - Monitor, analyze, and report on metrics related to social media performance and communication effectiveness.
 - Apply insights to refine content planning and strategy.

Other Duties

- Participate in weekly team meetings and attend additional meetings as needed
- Attend in-person programming to gather content for planning, reporting and promotional purposes
- Event/Travel planning and logistics for meetings and gatherings, as needed
- Monitor and respond to emails sent to hello@gatheringground account
- Contribute to other duties and special projects, programs, and reports as assigned

Hours, Pay & Benefits

This is a part-time position, 20 hours/week with a flexible schedule as needed to fulfill the role. This role is compensated at an hourly rate of \$35/hour. Wages are to be paid on a bimonthly basis. All applicable federal,

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state, and local taxes will be deducted from each paycheck, and calculated based upon the information provided by you in your completed W-4 form.

Benefits for Part-time employees of Gathering Ground include paid sick hours, Paid Time Off (PTO), organizational holidays, a flexible work schedule, and room to grow.

You are eligible to receive the following annual paid time off:

- 11 federal holidays occurring throughout the year
- 40 hours of PTO (you will be eligible for 20 hours PTO after completion of 6 months of service)
- 40 hours of annual sick leave

How to Apply:

Please submit your resume, a cover letter outlining your relevant experience, and any additional materials highlighting successful communication strategies to hr@gatheringground.us. The application deadline is March 1, 2024.

Note

This job description in no way states or implies that these are the only duties to be performed by the employee(s) incumbent in this position. Employees will be required to follow any other job-related instructions and to perform any other job-related duties requested by any person authorized to give instructions or assignments. All duties and responsibilities are essential functions and requirements and are subject to possible modification to reasonably accommodate individuals with disabilities. To perform this job successfully, the incumbents will possess the skills, aptitudes, and abilities to perform each duty proficiently. Some requirements may exclude individuals who pose a direct threat or significant risk to the health or safety of themselves or others. The requirements listed in this document are the minimum levels of knowledge, skills, or abilities. This document does not create an employment contract, implied or otherwise, other than an “at will” relationship.

Gathering Ground is an Equal Opportunity Employer, drug free workplace, and complies with ADA regulations as applicable. We collaborate with a diverse community of people from a variety of backgrounds, identities, cultures and lived experiences and strive to build a team that is representative of our diverse tri-state region. We employ qualified people without regard to race; color; religion; sex; national origin; age; disability; sexual orientation; gender identity or expression; credit history; arrest record; or any other characteristic protected under federal or state law. We encourage applications from individuals from traditionally underrepresented and marginalized groups. Our experience reinforces that the diversity of people, thought, skills, and lived experience is an essential asset for achieving our mission.

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