



**Gay-Straight Alliance Network
Communications Manager**

Job Title: Communications Manager

Reports To: Ginna Brelsford, Co-Executive Director

Status: Full-time, exempt

Salary: Salary commensurate (within range of \$52K-58K) with experience, plus generous benefits package including health, dental, vision, and retirement benefits

Organization

Gay-Straight Alliance Network (GSA Network) is a next-generation LGBTQ racial and gender justice organization that empowers and trains trans, queer, and allied youth leaders to advocate, organize, and mobilize an intersectional movement for safer schools.

GSA Network is guided by our vision of full equality and social justice for all trans and queer people. We have developed a model of grassroots organizing that trains youth activists to understand and challenge multiple systems of oppressions, in order to develop trans, queer, and allied leaders with a vision for broad social justice. Grounded in this model, GSA Network is building the GSA movement by providing resources, training, and grassroots organizing support to youth activists working to educate schools and communities about trans and queer issues and change public policy; as well as to emerging GSA Networks in states around the U.S. As the convener of the National Association of GSA Networks we bring together youth and adult leaders from state and regional GSA Networks to share best practices for GSA and youth organizing. As a national leader at the intersections of the trans and queer youth, racial, gender, and education justice movements, this is an exciting time for GSA Network as we expand our impact and grow our team. You can learn more about our work at www.gsanetwork.org.

Position

The Communications Manager will be responsible for developing and implementing GSA Network's overall communications strategy to: advance the mission of GSA Network, increase the visibility of the organization, and train youth leaders to act as spokespeople for the organization and for the myriad advocacy issues in GSA Network's programming.

A demonstrated passion for trans and queer youth leadership and empowerment, extensive knowledge or personal experience with the intersectional issues facing low-income trans and queer youth of color, and a commitment to social justice are required for this position. This position is based in GSA Network's Oakland, CA office.

Principal Responsibilities

Communications Strategy

- With Co-Executive Director, create annual operating plan for communications, including objectives, budget, activities with timelines and benchmarks, and metrics for measuring success.
- Monitor and strengthen GSA Network's brand and ensure all organizational communications meet high standards and deadlines.
- Work with program staff to develop communications strategy for programs and events, including preparation of press releases, media advisories, social media, and youth-generated content.
- Collaborate with National Association members in regional and statewide networks to develop and implement national communications strategy in line with GSA Network's strategic goals and trans/queer youth organizing movement objectives.
- Supervise New Media Organizer and communications interns and oversee new media strategy.
- Track new trends and opportunities in communications.

Organizational Communications

- Oversee the development of GSA Network's print communications and resources
- Produce and/or edit high quality content for written materials, including resource guides, organizational newsletters, action alerts, press releases, and media communications.
- Work with allied organizations to produce collaborative resources and materials.
- Edit the writing of other GSA Network staff to ensure high quality external communications and brand consistency.

Online & Social Media

- Develop strategy for substantial and ongoing growth of online base across email list, social media, and petition platform use.
- Oversee GSA Network's Drupal website, monitoring the site for branding, consistency and relevance, and developing protocol for staff to publish content.
- Manage effective and timely use of electronic communications such as email action alerts and newsletters, organizational blog, and website.
- Administrate, with New Media Organizer, the GSAs Unite! online petition platform and build plan for increasing usage of the platform with California and National Association youth activists.
- Edit web videos, and upload media content and other external documents for publication through GSA Network's website.
- Provide graphic design for the website, publications, electronic communications, and collateral.

Media Relations

- Develop, distribute, and pitch press materials, including releases and advisories.
- Actively engage, cultivate, and manage press relationships to ensure coverage surrounding GSA Network's programs, successes, special events, public announcements, and other projects.
- Exercise judgment to prioritize media opportunities and requests; prepare talking points, speeches, presentation and other supporting material; and serve as media spokesperson as appropriate.
- Work with staff from partner and coalition organizations on joint communications-related initiatives.
- Create and coordinate media training strategy for youth, and prepare staff, youth, and others to speak publicly about the organization as appropriate.
- Create and update media lists; track media coverage; and update media-related records in the database.
- Assist Co-Executive Directors in building public profile as an expert commentators on intersectional trans and queer youth organizing
- Serve as an editor, providing timely feedback to staff on their written communications.

Management

- Sit on the organizational Management Team.
- Supervise New Media Organizer and communications interns.
- Maintain administrative compliance with organizational policies and protocols.
- Other duties as assigned.

Required Qualifications

- Knowledge of trans and queer issues and/or experience working with the trans and queer community.
- Experience in advocacy communications, public relations, journalism, electronic communications or related jobs.
- Exceptional computer skills including experience with Microsoft Office.
- Graphic design skills in Adobe Suite.
- Experience with website maintenance, as well as online tools and blogs.
- Excellent writing skills, including the ability to take complex issues and communicate them to targeted audiences.
- Experience working in deadline-driven environments, and proven ability to meet deadlines.
- Demonstrated ability to work as part of a team and with people from a variety of different racial, ethnic, socioeconomic, educational, religious, sexual, gender, and generational backgrounds.

- Demonstrated passion for trans and queer youth leadership and empowerment, extensive knowledge or personal experience with the intersectional issues facing low-income trans and queer youth of color, and a commitment to social justice
- Comfort working non-traditional hours as media and other needs arise.

Preferred Qualifications:

- Proficiency with Drupal websites.
- Proficiency with Constant Contact, Mail Chimp, or other e-mail newsletter programs
- Experience with CiviCRM or other databases.
- Fluent in Spanish.
- Comfortable operating in a fast paced and diverse community environment.

Application

Send cover letter, resume, writing sample/portfolio to jobs@gsanetwork.org or Communications Manager Search, GSA Network, 1611 Telegraph Ave, Suite 1002, Oakland, CA 94612. Please include Communications Manager in the subject heading of your email. **No phone calls or faxes please.**

All applicants will receive a confirmation of their application, however, only those applicants selected for an interview will receive a response. The position will be filled as soon as an exceptional candidate is found. It is therefore recommended that you submit your materials at your earliest convenience. The ideal start date for this position is October 15, 2015.

Equal Opportunity Employer

GSA Network is an equal opportunity employer and encourages applications from youth, people of color, transgender people, people of all gender identities and sexual orientations, and people with disabilities.