



Director of Communications

Gwinnett Coalition is a growing and dynamic nonprofit organization with a vision for an equitable, resilient, and healthy Gwinnett. Our mission is to advance equity and community well-being. Gwinnett Coalition is a community collaborative and the backbone of Gwinnett's nonprofit sector. We strengthen families by improving health literacy, building individual and community resilience, and supporting nonprofits and their workforce.

Position Overview

The Director of Communications serves as the organization's strategic communications advisor and brand steward. This role translates complex community initiatives into compelling, accessible messaging that inspires public trust and builds stakeholder and donor loyalty. Working collaboratively across departments, the Director develops integrated messaging, marketing strategies, and communication plans that advance organizational priorities and revenue generation and strengthen awareness of Gwinnett Coalition's mission and impact.

The ideal candidate is an innovative and experienced communicator who possesses strong writing and project management skills and understands nonprofit and development communications.

Location: Gwinnett County, GA

Position Type: Full-Time, Exempt (Hybrid)

Salary: \$75,000 - \$90,000 annually

Reports To: Chief Executive Officer

Key Responsibilities

Strategic Communications and Leadership

- Serve as the organization's communications strategist, advising leadership on messaging, reputation management, public engagement, and communication opportunities.
- Lead the planning, execution, and evaluation of organization-wide communications projects, ensuring deliverables are completed on time, within scope, and aligned with strategic priorities.
- Ensure consistent, mission-driven messaging and visual identity across all organizational communications.
- Lead annual communications planning, campaign development, editorial calendars, and organizational messaging priorities.
- Identify emerging communications trends, tools, and best practices that strengthen organizational visibility and impact.
- Develop crisis communication strategies and messaging when needed.

Brand Management and Storytelling

- Serve as the organization's brand steward, ensuring consistency across all communication channels.
- Develop compelling stories that highlight organizational impact and inspire financial investment.

- Translate complex initiatives into clear, engaging content for diverse audiences including nonprofit leaders, funders, elected officials, partners, and community members.
- Maintain and evolve organizational messaging frameworks, style guides, and brand standards.

Content Strategy & Digital Communications

- Lead the creation and oversight of high-quality content across multiple channels, including the website, email, social media, annual reports, presentations, videos, and print materials.
- Oversee website strategy, content governance, accessibility, SEO, and user experience to ensure digital platforms remain current, engaging, and effective.
- Develop integrated marketing campaigns that support events, trainings, initiatives, fundraising, and organizational priorities.
- Manage editorial calendars to ensure coordinated and cohesive communications.
- Manage external vendors (web, print, email, etc.) to execute communication support.

Public Relations and Media Relations

- Act as Gwinnett Coalition spokesperson, representing the organization in media interviews, press events, and public forums.
- Cultivate and maintain relationships with local and regional media outlets to maximize positive media coverage and amplify the Coalition's impact.
- Manage media inquiries and proactively pitch story ideas to relevant reporters and editors.

Community and Stakeholder Engagement

- Lead communications efforts for community engagement events, workshops, and initiatives that align with the Coalition's three impact areas.
- Support communication strategies that strengthen relationships with nonprofit organizations, community partners, funders, and local government.
- Ensure communications reflect the Coalition's commitment to equity, accessibility, and community voice.

Data and Performance

- Establish measurable communications goals and key performance indicators.
- Monitor website, email, social media, and campaign analytics to evaluate performance and guide strategy.
- Prepare reports that demonstrate communications outcomes and organizational reach.
- Use data and audience insights to continuously improve communications effectiveness.

Team Management and Project Management

- Supervise staff, interns, contractors, and external vendors, as appropriate.
- Manage communications projects from concept through execution.
- Foster collaboration across departments to ensure communications support organizational objectives.

Operational and Administrative Support

- Develop and manage the communications budget.
- Maintain communication policies, editorial standards, and organizational templates.
- Oversee digital asset management, photography, brand resources, and communications archives.
- Ensure communications comply with accessibility standards and the best practices for nonprofits.

Qualifications

Education and Experience

- Bachelor's degree in communications, Public Relations, Marketing, or related field.
- Minimum of 7 years of relevant work experience in communications, public relations, or marketing.
- Proven experience in managing communication teams, developing strategies, and working with external agencies.
- Experience in nonprofit communications and public relations preferred.
- Proficiency managing digital media channels including social media, email marketing software (MailChimp, Campaign Monitor, etc.), and WordPress.
- Strong understanding of development communications, media relations, and public relations best practices.

Skills and Abilities

- Exceptional written and verbal communication skills, with the ability to translate data and impact into compelling human stories.
- Strong strategic thinking, problem-solving, and project management skills.
- Ability to work effectively in a fast-paced, dynamic environment while managing multiple priorities.
- Ability to lead and inspire a team, fostering a collaborative and results-driven work environment.
- Deep understanding of communications metrics and ability to use data to drive decision-making.
- Knowledge of best practices related to brand development, marketing strategies, development communications, and media relations.
- Experience with visual communication tools (e.g., Adobe Creative Suite, Canva) and analytics tools (Google Analytics, Search Console, etc.).
- Physical Requirements:
 - Ability to occasionally lift and/or move materials up to 25 pounds.
 - Occasional evening and weekend hours required for events, media engagements, and meetings.

Benefits

- Day one, fully subsidized health insurance for the employee, with optional dental and vision plans available.
- 403(b) retirement plan with employer match.
- Generous paid time off (PTO) and 13 paid holidays.
- Workplace flexibility with options for remote work.
- Phone stipend and professional development opportunities.

How to Apply

Interested candidates should submit a cover letter, resume, and three (3) writing samples (e.g., communications plan, web content, social media calendar, external email, etc.) from their portfolio. Send application materials to careers@gwinnettcoalition.org.

We are an equal opportunity employer, and all qualified applicants will receive consideration for

employment without regard to race, color, religion, sex, sexual orientation, gender identity or expression, pregnancy, age, national origin, disability status, genetic information, protected veteran status, or any other characteristic protected by law.