



Communications Strategist Job Description
Ruby Brick Digital Communications
May 2021

Ruby Brick is a digital communications agency that collaborates with nonprofits, schools, and small businesses to craft compelling, creative, and data-driven communications strategies for maximum impact. We help organizations expand their reach to meet more people, amplify their message so it connects with their target audience, and activate their community to cultivate deeper connection and partnership.

We work from home, but we work together as a dynamic, creative team throughout Atlanta. We collaborate to serve our clients and sometimes we get together for lunch! Our work environment is flexible because we know our team gets their work done and communicates with each other along the way. We also care about what we do because we have a passion for the good work our clients are doing in the world. Together, we get to tell a good story.

Communications Strategist Job Responsibilities:

The Communications Strategist role leverages leadership, creativity, and data to serve clients and create content that moves them forward toward their goals. This position has particular emphasis on marketing and communications for urban schools and education. This role also contributes to the ongoing growth and development of Ruby Brick. Areas of responsibility include, but are not limited to:

Client Engagement & Strategy -

- Creating quarterly or annual strategy based on client needs that help frame Ruby Brick's work and establish reporting opportunities to highlight ongoing achievements and opportunities.
- Preparing for and leading client meetings, offering creative and customized content ideas for each client.
- Developing and pitching (in concert with Managing Director) additional opportunities for content creation
- Stewarding relationships with key players and engaging clients needs and questions

Content Direction & Management -

- Drafting and/or delegating content elements for clients, including, but not limited to: blog posts, thought leadership pieces, LOIs, social media content, videos, email content, website copy, etc.
- Engaging in editing/draft/approval processes with clients

- Maintaining a commitment to established deadlines/rhythms

Ruby Brick Team Contribution -

- Collaborating with Managing Director to consider, vet, and pitch potential new clients
- Participating in one-off projects (such as social media strategy sessions)
- Working closely with Ruby Brick team to ideate, develop, and promote new products/services
- Engaging in regular Ruby Brick meetings, check-ins, and gatherings

Job Details:

This is primarily a work from home position that can be structured as a full or part time position. Hours are flexible and may occasionally include weekends. We are a fast-growing company, and there is a strong potential for future growth. Though primarily remote, this position requires on-site meetings in Atlanta 2-5 times a month.

Communications Strategist Qualifications / Skills:

- Content planning + creation
- Ability to work independently and communicate effectively with a team
- Knowledge of digital marketing and communications best practices and tactics
- Willingness to jump in and learn new skills or experiment with new technologies
- Strong interpersonal skills
- Ability to communicate with nuance and professionalism
- Exemplary English writing skills (additional Spanish skills a plus)
- Firm commitment to deadlines
- Ability to juggle multiple streams of information and competing priorities
- Attention to detail
- Graphic design skills a plus
- Video editing skills a plus

Education and Experience Requirements:

- Experience in digital marketing and/or communications
- Experience writing, ghostwriting, or creating digital content
- Confidence with Google Suite (Docs, Sheets, Slides, etc)
- Proficiency with Canva (Adobe Illustrator also a plus)
- Experience with website CMS (WordPress, FinalSite, Squarespace, etc)
- Experience on a nonprofit team a plus
- Experience in development/fundraising a plus

Compensation:

Annual salary based on experience and availability.

If you are interested in this position, please email hello@rubybrick.com with the subject line "Communications Strategist." Also include your resume and 2-3 work samples (i.e. writing examples, social media profiles, etc). We will follow-up directly with you. We're looking for someone to start in June/July 2021.