JOB OPENING

Position Title: Outreach Manager

Position Overview: The Outreach Manager is a valued member of the GBPI team who serves as a key leader in ensuring GBPI’s research and analysis gets in the hands of those who can use it best to inform public and political will building to shape policy decisions. The position is primarily responsible for contributing to GBPI’s community outreach efforts such as supporting the planning, coordination and administration of organizational outreach initiatives; working with existing partners to identify opportunities to maximize the organization’s efficacy on policy fronts; identifying new partners and allies with aligned goals and strategies for engagement and partnership; and supporting internal research, communications and evaluation efforts to ensure that every GBPI product’s exposure and potential impact is maximized.

GBPI seeks a systems-focused person who will play a key role in maintaining and updating Salesforce, supporting outreach activities, coordinating the logistics of coalition meetings and partner events and tracking data and community interactions to better map, liaison with and capture partner engagement across our policy work. The Manager must be adept at multitasking, have a keen understanding of Georgia’s civic environment and possess excellent organizational and writing skills.

Supervisor: The Outreach Manager reports to the Senior Vice President, with strong internal partnership with Director of Strategic Campaigns.

Duties and Responsibilities

1. Outreach management and coordination
   - Work closely with the Director of Strategic Campaigns and Senior Vice President to develop and execute outreach initiatives around major organizational priorities.
   - Assist in the development and execution of project-based and long-term initiative-based outreach plans including timelines, budgets, external and internal involvement, tactics, strategies and evaluation metrics by which success will be measured in the short and long-term.

2. Manage internal outreach systems
   - Play a leading role in co-managing the organization’s CRM tool, Salesforce, as well as supporting tools including but not limited to lists, power-mapping documents and related tools.
   - Track and assess GBPI’s partnerships across all policy areas.
• Develop and implement an outreach plan to supplement all GBPI’s major pieces of research year-round.
• Help develop and implement outreach plans for major GBPI reports.
• Sustain attention to GBPI reports and major initiatives through outreach strategies.
• Support internal needs related to fundraising and communications to ensure outreach activities are contemplated in grant proposals, external reporting to funders, communications plans and other GBPI processes.
• Coordinate frequently with both the communications and research team to ensure that the outreach work is integrated into organizational priorities, strategies and maximizes personal and organizational relationships managed and sustained by other staff members.

3. Partner Support & Engagement
• Increase the visibility of the organization among community partners and influential stakeholders statewide through strategic outreach activities.
• Demonstrate a calculated strategy behind specific relationship development opportunities that move GBPI’s agenda forward.
• Assist the GBPI team in scheduling and administering coalition meetings, partner communications and needs in service of aligned goals.

4. Campaign and Communications Support
• Support the People-Powered Prosperity campaign as needed.
• Play a role in helping to develop and disseminate partner-specific tools aligned with GBPI’s work, including but not limited to tailored talking points, social shareables, calls to action when appropriate and other supporting materials.

5. Other Duties
• Participates in various GBPI internal meetings, including those related to planning and program execution, staff development, partner support or other topics as they arise and as appropriate.
• Performs other duties as assigned related to the mission of GBPI.

Core Competencies

• Salesforce experience preferred, willingness to develop deep proficiency required.
• Systems-oriented.
  o Exhibits strong organizational and evaluative skills.
• Action-oriented.
  o Exhibits strong work ethic, especially in difficult, timely or complicated situations.
  o Seizes opportunities but also exhibits leadership in readjusting efforts/resources to maximize impact.
  o Initiates ideas, full and active participant in team settings.
  o Solution-driven.
• Strong commitment to racial and ethnic equity, including a willingness to operate internally within GBPI and externally in the community with a perspective of equity and justice.
Ability to openly hold space and invite others into conversations during sensitive engagements.

Exhibits perseverance and perspective and is a professional external representative for the organization.
- Pursues everything with a drive and need to finish the task and do so in a manner that maximizes results and impact.
- Values consistent evaluation of tactics and strategy to ensure efforts are informed.
- Represents GBPI by presenting a professional presence in line with the values of the organization.

Exhibits ability to negotiate and solidify partner and influential stakeholder relationships.
- Listens to the needs of partners and GBPI staff to broker relationships, agreements and action items that meet the needs of both, as best as possible.
- Consistent with follow-up and communication, and produces the materials, data or actions necessary to close the deal and achieve impact.

Effective in building and sustaining relationships to the benefit of the organization.
- Fosters and sustains strong internal and external relationships that move GBPI’s agenda and needs forward.
- Demonstrates an adaptive communications style suitable for a wide range of audiences.
- Actively listens and seeks clarification and understanding.
- Can effectively deliver messages that get the desired effect.
- Sensitive to how people and organizations function to identify common ground and mutually beneficial relationship opportunities.

Demonstrates political savvy.
- Understands basic political and civic context under which GBPI operates.
- Has general understanding of GBPI’s core policy areas and state government policy processes.

Drive for results.
- Can be trusted and counted on in a team or individual setting to meet or exceed project goals or tasks.
- Implements effective outreach initiatives, not just plans or intentions.
- Demonstrates a respect for the individual players in a work setting and looks for ways to maximize everyone’s strengths to get the job done.

Demonstrates strong written, digital and verbal communication skills.
- Writes clearly and succinctly and communicates with a variety of audiences using appropriate writing styles and platforms for engagement.
- Demonstrates level of comfort in meetings and clearly communicates positions or asks.

Compensation: Salary range is $45,000-$55,000 commensurate with experience; excellent benefits including health insurance, dental and vision care, life and long-term disability insurance, retirement and generous vacation leave, sick leave and holiday schedules.
To apply: Please submit a cover letter and resume to jowens@gbpi.org with “Outreach Manager” in the subject line. No calls, please.

Organization Overview: The mission of the Georgia Budget and Policy Institute is to advance lasting solutions that expand economic opportunity and well-being for all Georgians. We examine the state’s budget, taxes and public policies to provide thoughtful analysis and responsible solutions. We are an independent, nonprofit organization founded in 2004 and a trusted source of nonpartisan information for Georgia policymakers, partners and the public. Visit www.gbpi.org for more.

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