

## POSITION DESCRIPTION

JOB TITLE:	Director, Marketing and Communications	STATUS:	Exempt
REPORTS TO:	Chief Marketing Officer, Communities Foundation of TX	HOURS:	Full Time
DATE:	December 2020	DEPT:	Marketing & Communications/Educate Texas

---

### **Educate Texas Vision**

A leading catalyst for educational progress, Educate Texas, a public-private initiative of Communities Foundation of Texas, is an innovative alliance of public and private groups that share a common goal: *Strengthen the public and higher education system so that every Texas student is prepared for educational and workforce success.*

### **Educate Texas Mission**

Increase postsecondary readiness, access and success for all students by building partnerships, leading innovation and scaling practices and policies.

### **Summary**

The Director of Marketing and Communications serves as the account executive and is responsible for defining and leading the marketing and communications strategy to elevate the brand, success and impact of Educate Texas and our programs, policies and partners. The Director of Marketing and Communications will collaborate with internal teams (program, policy, insights, development, finance) to develop marketing plans. They will partner and consult with the Director of Core Marketing,(Communities Foundation of Texas) to develop appropriate plans (such as creative, public relations, digital, copy writing, etc.) and determine necessary resources and approach to successfully execute, including the determination to engage external resources if necessary. The Marketing and Communications Director will seek to establish peer relationships with senior leaders across the state to increase the visibility of our efforts. This position will report directly to the Chief Marketing Officer at Communities Foundation of Texas and be located in Dallas with occasional state travel.

### **Key Responsibilities**

- Develop and present annual marketing strategies, plans, deliverables and budget to accomplish key organizational goals
- Work with internal Educate Texas staff and partners to lead, plan and support marketing needs
- Establish project plans and processes to communicate across the organization (including Executive Leadership team)
- Partner with Director of Core Marketing and Communications, CFT, to develop successful strategic plans for Educate Texas teams and programs and execute to accomplish established goals
- Ensure organization materials are designed to build support among a varied audience such as policymakers, educators, philanthropy, business stakeholders and the general public
- Oversee relationships with vendors and partners to support and drive Educate Texas marketing needs (e.g., collateral, media kits, websites, etc.)
- Lead the management and execution of media events and Public relations efforts that promote Educate Texas' key messages and impact

- Collaborate with different team members to staff and support events for Educate Texas conferences, meetings, learning tours, school visits and other events as identified
- Work with core CFT Marketing & Communications team to align Educate Texas with the broader CFT brand and platform
- Support ad hoc projects as needed.

### **Organizational Responsibilities**

- Manage day-to-day strategy, resources and team for your area
- Discuss, develop and enhance strategy based on input from Educate Texas leadership for your area
- Manage budget
- Manage and develop individual team members

### **Qualifications**

- 10 + years of experience in marketing and communications, including 5 years managing others
- Degree in Communications, Marketing, Public Relations or a related field.
- Experience developing and implementing overall marketing strategy and plans
- Superb writing and editing skills with a demonstrated ability to handle complex issues and translate information into easily digestible content for a broad audience
- Proven track record in measuring effectiveness of marketing and communications portfolio and campaigns
- Working knowledge of education issues and networks in Texas, as well as on a national level preferred.

### **Skills & Requirements**

- Strong interpersonal skills to develop and maintain effective relationships at all levels of the organization
- Experience developing and measuring effectiveness across an integrated marketing platform
- Ability to collaborate and support a broad range of internal and external stakeholders working in education, government and philanthropy
- Thoughtful listener to understand underlying needs, issues and opportunities
- Sound judgment and ability to assess priorities and challenges
- Excellent attention to detail and accuracy
- A committed individual who believes in and can communicate our vision and mission
- Valid state issued driver's license

**Disclaimer:** The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. They are not intended to be construed as an exhaustive list of all responsibilities, duties and/or skills required of all employees within this class.

**Accommodations:** Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

Send resume, cover letter, and salary requirements to: [careers@cftexas.org](mailto:careers@cftexas.org)