

## POSITION DESCRIPTION

JOB TITLE:	Associate, Marketing and Communications	STATUS:	Exempt
REPORTS TO:	Director, Marketing and Communications	HOURS:	Full Time
DATE:	December 2020	DEPT:	Educate Texas

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### **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 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 Associate, Marketing and Communications will be based in the marketing department, report to the Director, Marketing and Communications and work collaboratively with the program, policy, insights, development and finance teams, and internal and external marketing resources to execute Educate Texas' strategic marketing and communication initiatives. This position will be located in Dallas with occasional travel when necessary.

The marketing team uses an integrated, multi-faceted approach to marketing and communications projects and utilizes a broad range of tools such as collateral, direct marketing, digital marketing, social media, public relations, strategic alliances, events, advertising (TV, radio, print, interactive, outdoor) and promotions.

### **Key Responsibilities**

- Support Director with marketing and communication efforts to increase the awareness and understanding of the Educate Texas brand and in service of achieving its vision and mission.
- Take ownership to plan, coordinate and execute marketing efforts of assigned projects and drive end-to-end project management and execution to completion, both on time and within budget.
- Collaborate with appropriate Educate Texas and Communities Foundation of Texas staff and external partners and agencies in development of marketing and communications plans and tactics to ensure all opportunities to promote Educate Texas and its portfolio of work are being maximized.
- Define "success" and metrics for measurements of success within all marketing and communications plans to accomplish identified business objectives.
- Monitor and review defined metrics through the use of tracking tools such as dashboards, Google Analytics, social media metrics, etc. in order to summarize and report results and apply learnings to improve present marketing plans and future marketing efforts.
- Create and utilize standardized written documents to plan, develop, communicate, execute, manage, track and record marketing strategies, tactical details, activation timelines, and results.
- Keep track of budgets and ensure proper and timely submission and payment of invoices.

- Steward the equity of the Educate Texas brand to ensure marketing efforts, communications and designs remain on brand and achieve a cohesive presentation and consumable message within all marketing plans and across all marketing touchpoints.
- Manage execution and usage of marketing department's owned assets such as website(s), electronic database and email marketing tool (Mail Chimp), social media platforms, intellectual property including graphics, logos, photos, videos, etc. to achieve team goals.
- Write, proofread and edit various marketing and communications elements such as web content, social content, collateral, newsletters, press releases, blogs, talking points, etc.
- Present marketing plans, progress and results to various stakeholders within and outside of Educate Texas and Communities Foundation of Texas.
- Assist with, and periodic presence at, various Educate Texas and Communities Foundation of Texas events (could include nights, weekends and holidays).
- Deliver consistent, conscientious, high-quality work through excellent attention to detail.

### **Organizational Responsibilities**

- Provide analysis and support for day-to-day operations
- Support implementation of long-term strategy
- Assist in budget management and analysis and development of communication pieces
- Support preparation of project proposals and reporting

### **Qualifications/Skills/Requirements**

- Bachelor's degree in marketing or a related field.
- 3+ years of experience in the development and implementation of integrated marketing and communications plans.
- Knowledge of education issues in Texas, as well as on a national level a plus.
- Track record of implementing successful integrated marketing and communications plans demonstrated through experience leveraging a variety of marketing and communications tools ranging from digital (web, social) to traditional (collateral, PR, advertising, events, promotions, direct marketing, etc.).
- Strong project management, time management and organizational skills illustrating ability to pinpoint and prioritize multiple tasks and meet deadlines.
- Digital and social media proficiency: knowledgeable of up-to-date digital best practices including but not limited to website and content management, email marketing (Mail Chimp), on-line survey tools (Survey Monkey), Google platforms (AdWords, Double Click, Analytics, Docs), organic, earned and paid social media tactics and tools (Hootsuite and Meltwater) and the internet as a marketing resource and tool.
- Superb copywriting, proofreading and editing skills; ability to understand complex issues and synthesize information into consumable content for a broad audience a plus.
- Demonstrated analytical skills.
- Agency and vendor management experience.
- Public speaking and presentation experience.
- Event management experience.
- Budget management experience.
- Highly proficient with relevant software programs such as Microsoft Office.
- Excellent intrapersonal communications skills and ability to develop productive relationships with a variety of constituents in a variety of positions both internally and externally.
- Ability to work independently or as part of a team.

- Creative thinker with desire to produce innovative and fresh ideas.
- Knowledge of marketing and communications industry trends and passion to learn and grow.
- Decisive, problem solver with ability to identify and communicate potential risks and challenges.
- Ability to remain calm under pressure.
- 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 your cover letter, resume, and salary requirements to:** [careers@cftexas.org](mailto:careers@cftexas.org).