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| JOB TITLE: | Digital Marketing Associate | STATUS: | Non-Exempt |
| REPORTS TO: | Marketing Manager | HOURS: | Full Time |
| DATE: | February 2018 | DEPT: | Relationships |

CFT's Vision

To build thriving communities for all

CFT's Mission

CFT stimulates creative solutions to key challenges in our community. We thoughtfully and effectively support our diverse donors and grantees by providing exemplary service and by demonstrating accountability. We improve lives through an unwavering commitment to lasting impact.

CFT's Values

Enhancing the experience and impact of giving through:

1. Exemplary service;
2. Wise stewardship of resources; and as a
3. Trusted partner for community knowledge and collaboration.

[Communities Foundation of Texas'](#) main focus is to enhance the experience and impact of giving for individuals, families, companies, foundations and nonprofits by offering charitable tools like donor-advised funds, scholarships, [North Texas Giving Day](#) and more. CFT's strategic plan includes 1) growing giving in our region, 2) catalyzing change in critically important areas such as education, medical and scientific research and public safety and 3) strengthening the local philanthropic sector of donors and nonprofits. CFT programs include [Educate Texas](#), [Working Families Success Network](#), the W. W. Caruth, Jr. Fund and other key initiatives. Since 1953, CFT has granted more than \$1.8 billion to support nonprofits in our region, across the nation and the world. Learn more at www.CFTexas.org and through this [recent overview video](#).

Summary

CFT's Digital Marketing Associate provides overall marketing support, graphic design and analytics to Communities Foundation of Texas (CFT), principally via digital technology (web, social, email, mobile, digital advertising, etc.), but also through other mediums. The Digital Marketing Associate is responsible for assisting the Marketing Manager and Sr. Director of Marketing in implementing CFT's marketing and communication strategies, plans and programs to increase awareness and positive recognition of CFT. This position is responsible for day-to-day development, implementation, optimization and reporting of marketing initiatives to create brand awareness, to further our mission-driven work and to drive leads and donations. S/he will constructively collaborate with many people across the foundation and is responsible for consistent and cohesive messaging that speaks to the CFT community at large, as well as to specific target audiences among CFT stakeholders. The role implements a communication strategy aligned with CFT's overall strategic plan, while supporting any special initiatives or programs of the foundation.

Essential duties and principal responsibilities include:

- **Overall Brand Awareness:**
 - Work with the Marketing Manager and Sr. Director of Marketing to implement a communications plan targeting critical external and internal stakeholders, including donors, professional advisors, nonprofits, foundations, general public, board and staff. All communications efforts must clearly and effectively tell CFT’s story.
 - Maintain standardized CFT collateral materials to present a cohesive brand image
 - Maintain CFT’s brand communication standards and brand asset libraries, while serving as a “brand champion”

- **Website Management, Enhancement & IT Champion**
 - Manage [CFT](#)’s websites, including daily editing and creation of new content both in front of and behind the donor login
 - Lead improvements on all digital properties to enhance the user experience and deepen engagement with the foundation
 - Troubleshoot any website issues and serve as the main point of contact for CFT with Blackbaud for the Net Community product
 - Lead collaboration with IT and Data Management to resolve any issues and improve the user experience
 - Manage Google analytics, AdWords grant and any paid remarketing campaigns. Analyze campaign performance and ROI. Use analytics insights to real-time quick fixes and solutions for on-going improvements to campaigns
 - Execute strategies to improve online traffic to CFT websites that could include blog development, e-news, events, etc.

- **Digital Marketing:**
 - Lead CFT’s email marketing efforts. Manage CFT’s MailChimp account, create campaigns including reporting and sharing campaign results with teams. Efforts include monthly *CFT Insider* enews for fund holders, quarterly *CFT Advisor Connection* for professional advisors, disaster response communication, event invitations, email blasts, etc.
 - Manage/export constituents and queries to develop targeted communication and mailing lists
 - Maintain and track engagement of [CFT](#)’s social media channels, including [CFT Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [Vimeo](#), [LinkedIn](#), [CFT for Business Facebook](#), [CFT4B Twitter](#), etc.
 - Execute digital marketing campaigns, including web development, SEO, email, social, newsletters, video, search, tag management, etc.
 - Assist in creating, formatting, uploading and posting marketing materials and collateral, including blogs, research studies, annual reports, investment reports, presentations, etc.

- **Graphic Design**
 - Design visual assets, web graphics, invitations and marketing materials using the Adobe Creative Cloud suite.
 - Experience with video editing and motion graphics appreciated

- **Integrated Communication:**
 - Execute an overall communications calendar and publication schedule for CFT publications such as CFT's *Impact* magazine, annual report, newsletter(s) (print and digital). Contribute to the editorial processes for developing content, as well as writing content, developing visual assets, coordinating printing/production/publishing, mailing and/or digital distribution.
 - Support media relations such as posting press releases and news articles
 - Support employees with PowerPoints, emails, web pages, etc.
 - Maintain, order, create, edit and replenish all prospect and stewardship materials
 - Collaborate with outside branding and public relations firms
 - Create all materials for CFT's annual professional seminar

- **Brand Support & Events:**
 - Support CFT events needs such as all event collateral, signage, materials including working events like coordinating A/V support, scribing names for photographer or taking photos and doing graphics to do live social media reporting and/or other duties as assigned
 - Manage internal branding including business cards, letterhead, name badges, etc.
 - Overall assistance to director and manager on marketing and communications planning and activities, budget support and other duties as assigned

Qualifications

- Bachelor's degree required; specific degree in graphic design, professional writing, communications or marketing preferred
- 2-4 years successful experience in digital marketing and graphic design with positions of increasing responsibility and accountability in a goal-oriented setting
- Please provide portfolio examples of:
 - Graphic design with Adobe Creative Cloud Suite (InDesign, Photoshop, and/or Illustrator)
 - Familiarity/use of website content management systems
 - Digital analytics and improvements made from lessons learned
 - Demonstrated ability to simplify complex information for general audience understanding through design and/or writing

Skills & Requirements

- Belief in, commitment to and ability to speak persuasively about the mission of Communities Foundation of Texas, its programs/services and community impact
- Attention to detail and accuracy is extremely important
- Excellent communicator: verbal and written
- Ability to write clearly, directly, succinctly
- Optimistic problem-solver with the ability to think critically

- Dependable with the ability to follow through and keep to commitments
- Diligent project manager with ability manage multiple assignments and tasks simultaneously while interacting with all levels of staff and external constituents
- At ease communicating with internal/external stakeholders across broad range of topics including nonprofit/community impact, strategic philanthropy, high net worth asset management and public affairs
- At ease with ambiguity. Can handle undefined assignments and self-motivated to reach goals
- Demonstrated strategic thinking skills combined with the ability to implement effective plans
- Ability to forecast potential risks and challenges and develop plans to prepare and respond
- Initiative and creativity to design and/or edit all collateral materials including web, social, PowerPoint presentations, electronic and print newsletters, annual report, brochures, etc.
- Ability to effectively manage plans and activities to the budget
- Ability to work successfully under pressure with competing priorities and keep a sense of humor

This position reports to the Marketing Manager and does not have direct reports.

Disclaimer: The above statements are intended to describe the general nature and level of work being performed by employees assigned to this classification. Overview is 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.

CFT's future success is premised upon delivering exemplary service, demonstrating accountability, and producing meaningful results. By expanding its community knowledge, committing itself to high-quality service, and focusing its discretionary grantmaking, the foundation can actively engage with donors and nonprofit organizations in new ways. The result will be empowered charitable giving and energized philanthropy that contribute exponentially to a stronger community.

If interested please send your cover letter, resume, portfolio and salary requirements to:
careers@cftexas.org