

POSITION DESCRIPTION

JOB TITLE:	Chief Marketing Officer	STATUS:	Exempt
REPORTS TO:	President and CEO	HOURS:	Full Time
DATE:	March 2020	DEPT:	Marketing

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'](#) vision is to build thriving communities for all. 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. Serving donors, CFT seeks 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. Strengthening our community, CFT makes grants and leads programs including [Educate Texas](#), [Working Families Success Network](#), the W. W. Caruth, Jr. Fund and other key initiatives. Since 1953, CFT has granted more than \$2 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

The Chief Marketing Officer (CMO) will lead and execute a strategic marketing and communications plan designed to grow the foundation and increase regional awareness and positive recognition of CFT as a trusted partner for community knowledge and collaboration. The CMO is responsible for leading the marketing and communications team to create consistent and cohesive messaging that speaks to the community at large, as well as specific target audiences including, donors, prospects, fund holders, professional advisors, peers, nonprofits and the public, to clearly and effectively tell CFT's story. The CMO will create and manage a communication strategy aligned with CFT's overall strategic plan, as well as the strategies of special initiatives and key programs of the foundation, including North Texas Giving Day, Educate Texas, W. W. Caruth, Jr. Fund, CFT for Business, and others.

Key Responsibilities

Drive Marketing and Communications Strategy for Foundation:

- Provide input to the CEO and Executive Leadership Team to set the overall foundation strategy
- Work with the Chief Relationship Officer and Relationships team to set the marketing strategy to increase the assets of the foundation through new gifts and deeper donor engagement
- Work with the Chief Giving Day Officer to develop the marketing strategy to grow and increase awareness of North Texas Giving Day
- Work with Educate Texas leadership to develop and align Educate Texas brand strategy
- Work with the Chief Philanthropy Officer to highlight CFT's grantmaking and position the foundation as a thought leader and community convener
- Actively participate in annual master planning process to integrate strategy work with operational planning, along with the creation of a master calendar
- Serve on CFT's Executive Leadership Team; participate in weekly ELT meetings and quarterly Board of Trustee meetings

Branding:

- Lead CFT brand strategy across all programs and initiatives by establishing and maintaining brand communications standards and serve as CFT's brand champion
- Lead the team to design, develop and maintain standardized CFT messaging and collateral materials to present a cohesive image across CFT and all its programs
- Coach board and staff on effective communications, in support of the foundation's objectives
- On-board all new staff to the CFT brand and enroll each as ambassadors

Integrated communications:

- Lead strategic marketing plan for CFT by overseeing editorial planning for CFT's communications overall and tailored to key audiences and/or objectives
- Lead team to manage all core CFT brand assets such as the website CFTexas.org, blog, CFT's social channels (Facebook, Twitter, LinkedIn, Instagram, etc.), CFT *Impact* magazine, podcast, multiple e-newsletters, annual report, events, videos, etc.
- Lead team to direct all advertising plans (paid and in-kind) across TV, radio, print, and digital platforms
- Advise executive leadership and human resources on communications to inform, motivate and empower the foundation's staff
- Assess effectiveness of CFT's communications and manage team to continually improve

Public relations, outreach and earned media:

- Serve as chief counsel for the CEO on public speaking engagements and media relations
- Oversee outside public relations firms and internal staff to develop media strategy, press releases and manage media relationships
- Lead all crisis management for the foundation
- Lead all disaster response efforts in partnership with Philanthropy and Relationships
- Oversee community engagement and outreach to elected officials across foundation programs
- Appoint and prepare spokespeople for the foundation
- Serve as a spokesperson for the foundation

Management, operations and budgets:

- Oversee the broader group of marketing and communications staff across the foundation (10+ people) supporting core CFT, North Texas Giving Day, CFT grantmaking, Educate Texas and CFT for Business

- Oversee relationships with key vendors such as public relations, marketing and design firms, including alignment and integration with Educate Texas, North Texas Giving Day, RGV Focus, etc.
- Oversee the department budget and work collaboratively across the foundation to leverage other teams and budgets for increasing brand recognition and regard and drive key program metrics
- Develop and implement metrics assessing marketing and communications effectiveness
- Oversee process changes to realize efficiencies and effectiveness
- Recruit, train, develop, mentor, and retain skilled staff members who are committed to the CFT mission and goals

Qualifications

- Bachelor's degree required; specific degree in Marketing, Business, Communications, Journalism, and/or Public Relations preferred. Master's degree a plus
- 15 + years successful experience in marketing or communications, overseeing brand strategy and creative deliverables, with positions of increasing responsibility and accountability in a goal-oriented setting
- Experience managing, leading, coaching and inspiring a team
- Experience with Raiser's Edge a plus

Skills & Requirements

- Commitment to the mission of Communities Foundation of Texas
- Demonstrated strategic thinking skills combined with the ability to implement effective plans
- Excellent business acumen and broad experience/understanding of all facets of marketing
- Ability to think critically and interact with all levels of staff, board and external constituents
- At ease communicating with internal/external stakeholders across broad range of topics including nonprofit/community impact, education policy, strategic philanthropy, high net worth asset management and public affairs
- Excellent communicator: verbal and written
- Attention to detail and accuracy
- Experience overseeing brand strategy and creative deliverables
- At ease with ambiguity plus proven experience handling undefined assignments and self-motivating to reach goals
- Ability to manage multiple assignments and tasks simultaneously
- Strong media strategy orientation on a wide range of communication platforms (TV, radio, online, social media, etc.)
- Ability to set realistic budgets and effectively manage plans and activities to the budget
- Ability to work successfully under pressure with competing priorities and keep a sense of humor
- 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.

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