

Family Houston

Director of Marketing & Communications

Reporting to the Chief Development Officer, the Director of Marketing and Communications will be responsible for collaborating with Family Houston leadership and Board of Directors to create and execute the organization's marketing and communications strategy.

Essential Job Functions

- Manages relationships with local and national media outlets and reporters
- Develops and positions Family Houston staff to represent the organization
- Increases and tracks earned media impressions
- Expands Family Houston's social media reach and web traffic
- Creates and executes strategic marketing campaigns and deliverables to support fundraising and events with the goal of deepening engagement with donors, potential donors, clients, volunteers, community partners, and other stakeholders
- Produces, edits, and disseminates compelling written and graphic materials, including monthly press releases, newsletters, and email blasts
- Works with Family Houston staff to ensure all branding guidelines are followed
- Develops and manages the organization's marketing budget
- Assists with other duties as assigned

Experience, Education, and Knowledge

- A bachelor's or advanced degree in communications, journalism, marketing, or a related field from an accredited college or university is required.
- Minimum of five years experience in communications, community outreach, marketing, and/or journalism.
- Experience working collaboratively in a multi-task environment with a variety of internal and external constituent groups.
- Proficiency in using the latest versions of Microsoft Word, Excel, PowerPoint, InDesign, Adobe Acrobat, and Publisher.

- Strong knowledge and understanding of current trends in digital and social media, with experience in Drupal and/or WordPress website platforms.
- Excellent written and verbal communication skills, editing, proofreading, layout and design, and professional printing/publishing skills, including verbal presentation of concepts.
- Must be organized, creative, professional, flexible, self-starter with the ability to accomplish projects independently and manage a variety of key communications initiatives concurrently.

Work Hours and Location

Family Houston's core business hours are Monday through Friday from 8:00 am to 5:00 pm. This position will be based at our central office in Houston, Texas, with some opportunities for hybrid work arrangements. Hours and location are subject to change based on the agency's needs.

Compensation

This is a salaried, exempt position with a range of \$75,000 – \$85,000 annually commensurate with relevant skills and experience. Benefits include full medical, dental, and vision benefits, paid time off, short-term and long-term disability and 403b retirement plan.

To Apply: Please send a resume to hr@familyhouston.org.