



JOB POSTING: Director, Communications & Engagement

Texas Trees Foundation | Dallas, TX 75247

ORGANIZATION: The Texas Trees (Texas Trees) serves as a catalyst in creating a new green legacy for North Texas through transformational, research-based plans that educate and mobilize the public to activate the social, economic, environmental, and health benefits that trees and urban forestry provide for a better quality of life.

POSITION OVERVIEW: Reporting to the Chief Strategy and Operations Officer (CSOO), the Director of Communications & Engagement is a senior leader responsible for shaping and directing all of Texas Trees' external communications across channels and audiences.

PRIMARY JOB DUTIES

- Manage and steward Texas Trees' brand identity and positioning – internally and externally.
- Develops messaging for use with variety of external audiences including donors, corporate partners, public officials, community partners, and volunteers.
 - Ensure all communications are aligned across key target audiences and in service of larger organizational goals.
 - Through experience, engage diverse audiences with a high degree of cultural competency.
- Lead Texas Trees' external communications, including website/newsletter/social, media relations, and community engagement. Writes and edits all written and electronic promotional materials of significance (graphic design is separate; however, skills in Adobe Photoshop a plus), including:
 - News releases and FAQ/fact sheets
 - General promotional collateral materials
 - Special event collateral
 - Content/updates for website
 - Social media strategy and creation over all social media channels
 - Newsletters, email blasts, and other direct communications
 - Annual report content/production
- Act as in-house media contact for press inquiries and facilitate and/or conduct annual training for staff members on how to effectively engage the press.
- Develop and implement a Strategic Marketing/Communications Plan and Annual Marketing/Communications Plans, working closely with the CEO and CSOO and external consultant(s).
- Lead the Communication and Engagement team of 3-4, including staff development, budgeting, and contracts.
 - Oversee Asst. Mgr., Community Engagement manager, codeveloping community engagement strategy and ensuring execution of the Strategy.
 - Oversee Development Manager & Coordinator, providing day-to-day oversight of fundraising activities shaped primarily by the CEO and Development team.
 - Recruit, train, and oversee a Marketing Coordinator to implement the Annual Communications Plan.
 - Provide mentoring and coaching to support performance and professional development on team.
 - Manage, track and report on department budget and performance measures.

ESSENTIAL QUALIFICATIONS

- Education: Bachelor's degree or equivalent experience
- Minimum 7-9 years direct experience in non-profit communications and marketing; development/fundraising communications and public policy experience a plus
- Direct experience in messaging, content creation, communications strategies and overseeing design (Adobe Photoshop experience not required, but a plus)
- Attention to detail and exceptional writing/proofreading skills
- Experience using an integrated, multi-channel approach including social media, SEO, events, direct mail, PR, and marketing. Demonstrated mastery of social platforms, including Facebook, Instagram, YouTube, and LinkedIn.
- Computer: Proficiency with Microsoft Office suite (Word, Excel, Outlook, PowerPoint, etc.). Ability to become proficient in Asana (project management software). Demonstrated proficiency or ability to obtain proficiency within a year with platforms such as Google Analytics, Google AdWords, and other digital analytics software
- Budgeting: Experience formulating budgets and monitoring spending levels on a monthly basis.
- Project Management: Demonstrated exemplary program and project management skills.

ESSENTIAL QUALITIES

You will succeed at this role if:

- You are passionate about the mission of Texas Trees Foundation and the causes of nature, community, and health.
- You are a persuasive and self-aware communicator
- You have a thorough understanding of communications and marketing best practices
- You bring a collaborative approach to internal team management, cross-program collaboration, and external partnerships.
- You are welcoming, engaging, and respectful in external and community relations.
- You are committed to service and to achieving Texas Trees' program goals.

Work Hours/Compensation: This is a full-time position, which provides competitive pay commensurate with experience; 75% health insurance coverage; vacation; and a supportive and engaging work environment with opportunities for professional development. Flexible schedule.

Submittal: Please send cover letter and resume to: elissa@texastrees.org. Resumes will be accepted until position is filled.

EQUAL EMPLOYMENT OPPORTUNITY POLICY

The Foundation provides equal employment opportunities to all employees and applicants without regard to age, race, color, religious creed, gender (including sex stereotyping), national origin, citizenship status, pregnancy, disability, uniform service member status, medical condition (including, but not limited to, cancer related or HIV/AIDS related) or any other characteristics in accordance with applicable federal, state and local laws. In addition, the Foundation complies with applicable state and local laws governing nondiscrimination in employment in every location in which the Foundation has facilities. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.