Content Creator

The Content Creator ensures Texas Trees' mission is not only seen, but felt across every touchpoint, from social media and events to partner communications and community engagement, translating our work into a clear, consistent voice that builds trust, expands reach, and moves people from awareness to action. Reports to Director, Communications and Engagement.

ABOUT TEXAS TREES FOUNDATION

The Texas Trees Foundation is a leading urban forestry nonprofit organization based in Dallas and working throughout the state of Texas. Our mission is to improve the health of cities and people through the transformative power of trees. We plant and care for the urban forest, planting over 1.5 million trees since 1982, to create cooler, cleaner, healthier communities for all. Through research, education, and partnerships, Texas Trees has also become a leading voice and resource to communities and decision makers in advancing healthy, green communities rooted in the principles of biophilia and evidence-based design.

RESPONSIBILITIES AND IMPACT

Brand Storytelling

- Inspire collective action among Texas Trees audiences by creating mission-aligned, interactive and relatable visual content, often through on-site and event coverage, that advances Texas Trees' narrative.
- Enhance team creativity and workflow by creating a digital content calendar that aligns with organizational strategy and goals.
- Support organizational narrative by working collaboratively with creative professionals to translate written content into engaging visual materials that support the overall brand.
- Support brand trust through monitoring and maintaining consistency among all Texas Trees' visual presentation materials and deliverables.

Digital Impact

- Maximize audience reach by producing content optimized for channels, ranging from social media, websites and digital and print campaigns.
- Ensure communications impact by monitoring, sourcing and orienting content around relevant events for the benefit of Texas Trees audiences.
- Review performance metrics regularly to understand what content resonates and why. Apply insights to adjust strategy, refine messaging, and drive awareness, participation, and support for the mission.

Cross-functional Alignment

- Organize communications requests for review, aligning project priority to overall strategic priorities, and map timelines and deliverables so projects move through organizational process without confusion.
- Communicate proactively with team members, vendors, and partners to ensure alignment on what is needed and when.
- Identify and execute program and partner communications opportunities by sourcing, celebrating and promoting partner and community headlines that support the brand narrative.

Additional related duties may be assigned.

Success in this Role: Champion the Texas Trees mission and values by creating content that drives meaningful growth in reach and engagement across social, email, and digital channels. Campaigns translate into real

participation, new audiences find our work and stay connected to it, and the Texas Trees brand becomes increasingly recognizable, trusted, and associated with impact, building a presence that invites people in and keeps them engaged.

SKILLS AND EXPERIENCES WE VALUE

- **Mission Alignment:** Deep commitment to advancing work that supports nature, community, and health, bringing energy, care, and joy to work aligned with the organization's mission and values.
- **Experience**: 3+ years in digital content creation and management or a directly related field.
- **Ownership:** Experience driving projects from concept to completion with measurable results.
- **Project management**: A developed portfolio with multiple campaigns, events, and content streams being managed simultaneously by timelines, calendars, and deliverables.
- **Creative storytelling**: Excellent skills translating ideas and field moments into content through writing, photography, graphics, and video, consistently aligned with brand voice and mission.
- **Technical proficiency:** Strong technical foundation in Adobe Creative Suite, WordPress, Constant Contact/Mailchimp, Lightroom, and social scheduling platforms to create, edit, and publish high-quality content efficiently.
- **Strategic Digital mindset**: Understands best practices in social, SEO and digital strategy to increase reach and engagement across content platforms like Instagram, TikTok, and YouTube.
- **Data orientation:** Experience leveraging performance insights to refine content and improve outcomes across social platforms.
- **Collaboration:** Demonstrated consensus building across teams and stakeholders, managing relationships up, down, and laterally while progressing projects.
- **Adaptability:** Navigate competing priorities and evolving conditions while maintaining quality, strategic focus, and forward momentum.
- **Inclusion**: Celebrating and drawing on the unique value of each individual, staying curious, respectful and contributing to a supportive, inclusive, and empowering environment where people feel valued, respected, and motivated.
- **Education**: Bachelor's degree in related field or equivalent professional experience.

COMPENSATION, BENEFITS, WORK SCHEDULE & LOCATION

Our benefits include competitive compensation (based on experience), 85% employer-paid health insurance, and paid vacation, holidays, and personal and sick time. We offer a collaborative, mission-driven environment that supports and invests in each team member's growth. This is a full-time (exempt), Dallas-based position with hybrid schedule (3 days/week in office). Occasional evening and weekend hours and travel are required.

Interested in joining us? Send your resume and cover letter to info@texastrees.org.