

JOB TITLE:	Marketing and Communications Specialist	STATUS:	Non-Exempt
REPORTS TO:	Director, Marketing and Communications	HOURS:	Full Time
DATE:	June 2021	DEPT:	Marketing & Communications

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#### **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 \$2 billion to support nonprofits in our region, across the nation and the world. Learn more at [www.CFTexas.org](http://www.CFTexas.org) and through this [recent overview video](#).

#### **Summary**

CFT's Marketing and Communications Specialist provides overall marketing support, writing, storytelling, and analytics to Communities Foundation of Texas (CFT), principally via digital technology (web, social, email, mobile, digital advertising, etc.), but also through other mediums, including print. This position is responsible for assisting the Marketing and Communications team 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 client leads and donations. They will 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 will help implement a communication strategy aligned with CFT's overall strategic plan, while supporting a variety of special initiatives and programs of the foundation.

**Essential duties and principal responsibilities include:**

- **Overall Brand Awareness:**
  - Work with the Marketing/Communications team 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
  - Motivate CFT’s audiences to act through its various media, publications, and presentations including website, social media, email, newsletters, annual reports, fliers, and invitations
  - Execute CFT’s brand communication standards and serve as a “brand champion”
  - Implement relevant trends and best practices into communication strategies by collaborating with the Marketing and Communication team
  - Strategize with departments on how best to attract, reach, motivate and communicate with audiences through writing and data-driven decision making
  
- **Website Management and Analytics**
  - Manage [CFT](#)’s websites, including editing and creation of new content both in front of and behind the donor login (Donation pages, event registration pages including Eventbrite pages, etc.)
  - Lead improvements on digital properties to enhance the user experience and deepen engagement with the foundation
  - Manage Google analytics, AdWords grant, and paid remarketing campaigns, analyzing campaign performance and ROI. Use analytics insights to support real-time quick fixes and solutions for ongoing improvements to campaigns
  - Execute strategies to improve online traffic and SEO to CFT websites, including blog writing, page content, e-news, etc.
  - Troubleshoot website issues as needed, collaborating with IT and Data Management to resolve any technology issues and improve the user experience.
  
- **Digital Marketing:**
  - Execute CFT’s email marketing efforts in collaboration with the Marketing and Communications team
  - Maintain and track engagement of [CFT](#)’s social media channels, including [Facebook](#), [Twitter](#), [Instagram](#), [YouTube](#), [Vimeo](#), [LinkedIn](#), [CFT for Business Facebook](#), [CFT4B Twitter](#), etc.
  - Execute digital marketing campaigns, including web development/landing pages, SEO, email, social, newsletters, video, search, tag management, etc.
  - Report and share email and advertising campaign results with internal teams
  - Manage/export contacts from CRM to email marketing platform to communicate with targeted communication and mailing lists
  - Assist in creating, formatting, uploading, and posting marketing materials and collateral, including blogs, research studies, annual reports, investment reports, presentations, etc.
  
- **Integrated Communication, Brand Support, and Events**
  - Assist Marketing and Communications team in executing 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, writing content, and overall project management
  - Create draft features and stories for CFT *Impact* magazine and post-event features and blog posts
  - Create and execute CFT's internal e-newsletter
  - Support media relations through posting press releases and news articles
  - Support CFT events needs such as coordinating A/V support, scribing names for photographer or taking photos and live social media reporting and/or other duties as assigned
  - Assist marketing and communications team in planning and activities, budget support, and other duties as assigned
- **Graphic Design/Media Support as needed**
    - Support, as needed, the design of visual assets, web graphics, invitations, marketing materials, video editing, motion graphics, etc. using the Adobe Creative Cloud suite or Canva graphic creation platform

### **Qualifications**

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

### **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 to 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
- 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 draft and/or edit 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
- 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. 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.

**If interested, please send your cover letter, resume and salary requirements to:**  
[careers@cftexas.org](mailto:careers@cftexas.org)