

## POSITION DESCRIPTION

JOB TITLE:	Marketing & Communications Manager	STATUS:	Exempt
REPORTS TO:	Community Engagement Officer	HOURS:	Full time
DATE:	February 2019	DEPT:	North Texas Giving Day

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### **CFT 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**

[Communities Foundation of Texas](#) is a catalyst for thriving communities with 3 goals:

- 1) Growing giving,
- 2) Catalyzing change in critically important areas such as education, health and public safety and
- 3) Strengthening the local philanthropic sector of donors and nonprofits.

CFT's enhances 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 programs include [Educate Texas](#), the Working Families Success Network, the W. W. Caruth, Jr. Foundation. Since 1953, CFT has granted more than \$1.8 billion to support nonprofits in our region, across the nation and the world. You can learn more at [www.CFTexas.org](http://www.CFTexas.org), this [overview video](#) and CFT's [latest FY2018 annual report](#).

### **North Texas Giving Day**

Since 2009, [Communities Foundation of Texas](#) has presented [North Texas Giving Day](#), an annual community-wide giving event that has raised more than \$240 million for thousands of local charities through the [www.NorthTexasGivingDay.org](http://www.NorthTexasGivingDay.org) website portal. In 2018, this leading, community-wide giving event raised \$48 million for more than 2,700 nonprofits across the 20-county North Texas region. Take a look at the video recap [here](#).

### **Position Summary**

Communities Foundation of Texas is seeking a marketing and communications manager to develop and execute marketing plans for North Texas Giving Day (NTGD). Under the mentorship of the community engagement officer, the manager will primarily lead and execute editorial and design content creation as well as managing the NorthTexasGivingDay.org website. The person who succeeds in this role will have a keen understanding for words, design, and strategic storytelling, and will use them in concert to leverage the NTGD and CFT brands to attract funders and support participating nonprofits. Also, this role will be responsible for managing the general execution of the unique marketing tools that empower local nonprofits to leverage their own North Texas Giving Day campaigns.

This role and North Texas Giving Day is critical to advancing CFT's overall mission to build thriving communities for all by serving donors and leading key programs.

### **Key Responsibilities**

- **Content Creation**
  - Write engaging, energetic and on-brand copy that tells the story of North Texas Giving Day to all audiences and stakeholders
  - Create thoughtful, strategic content that is best fit for digital outlets, including email, social media, and website
  - Work with technology vendors, graphic designers and external media partners to create effective marketing assets
  - Manage the NTGD arsenal of design materials and assets, including graphics, video and photo libraries
- **Website and Digital Management**
  - Manage [North Texas Giving Day](#)'s website, including daily editing and creation of new content
  - Analyze data related to web activity and metrics, provide insights and recommendations on strategy and execution, and implement those recommendations for better user experience and fundraising success
- **Integrated Marketing:**
  - Develop and execute campaign ideas and graphics to advance North Texas Giving Day
  - Coordinate all North Texas Giving Day assets including NorthTexasGivingDay.org, CFT's #NTxGivingDay *Blog for Good*, North Texas Giving Day social media (Facebook, Twitter, Instagram, etc.), PowerPoint decks, presentations, ambassador toolkits, and more.
  - Support all paid and earned advertising/media and all media sponsors
  - Create tools and training for nonprofits and other public ambassadors
- **Nonprofit support and emails:**
  - Develop and execute emails to nonprofits in accordance with overall communication plan
  - Support nonprofits via the helpdesk, specific to marketing questions
- **Day-Of event support:**
  - Create materials and communication for onsite and offsite events
  - Help coordinate video needs
  - Manage collateral for events (t-shirts, stickers, handouts)
- **Prize support**
  - Build awareness for nonprofit prizes

- Manage process for awarding marketing and social media prizes
- **Fundraising, sponsorship and advocacy:**
  - Create appropriate materials for pitching funders, companies, in-kind donations
- **Other duties as assigned** and general support to NTGD leadership and team as needed for North Texas Giving Day, Communities Foundation of Texas or other work.

### **Qualifications**

- Three to five years of proven successful experience in marketing/communications with positions of increasing responsibility and accountability in a goal-oriented setting preferred.
- Strong writing and proofing skills with demonstrated ability to elevate a brand through great copy
- Familiarity with AP style
- Project management experience: ability to create and meet deadlines and keep project managers apprised of work in progress
- Graphic design experience; both in execution using Adobe suite and in providing art direction
- Please provide portfolio examples of:
  - Experience writing including demonstrated ability to simplify complex information for general audience understanding
  - Experience with website management, video, graphics and/or photography
  - Experience with graphic design
- Bachelor's degree required; Specific degree in PR/Communications, marketing, graphic design appreciated.

### **Skills & Requirements**

- Commitment to the mission of furthering charitable giving and building thriving communities for all
- Excellent communicator: verbal, written and presentations
- Ability to write clear, direct, succinct communications materials
- Attention to detail and accuracy
- 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.
- At ease with ambiguity. Can handle undefined assignments and self-motivate to reach goals.
- Ability to work successfully under pressure, handle 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.

To apply for this position, please submit a resume, cover letter, salary expectations and portfolio to [careers@cftexas.org](mailto:careers@cftexas.org)