



MARKETING MANAGER

Job Description

Reports to: Director of Development
Classification: Full-time permanent; Exempt
Supervises: Seasonal Intern
Salary Scale: Commensurate with experience

Organization: Texas Trees Foundation, a 501(c)(3), makes possible a higher quality of life for citizens, visitors and businesses through research, technology, and education to strategically protect, plant and care for trees and assures that all projects show a return on investment to support growth and livability. Far more than a tree planting organization, Texas Trees collaborates with urban planners, landscape architects, developers, corporations, and municipalities to improve the overall quality of life for the citizens who call Dallas and North Texas home.

Position Description: The Marketing Manager is responsible for developing and implementing a communications strategy to support the Foundation's projects and programs as well as effectively recognize supporters including corporate sponsors. The ideal candidate will be able to assemble, create, and publish content for internal and external audiences while maintaining brand identity, messaging style, and thought leadership position. The Marketing Manager will build the Foundation's narrative with the public through ongoing engagement utilizing traditional and social media platforms.

Public Relations:

- Develop, maintain, and leverage relationships with media members, including local community groups and blogs, to pitch stories, articles, and interviews on behalf of the Foundation
- Work with President/CEO, Director of Operations, and Director of Development to craft press releases for public distribution
- Manage and coordinate press events
- Monitor trends for Foundation media outreach opportunities and placements in news coverage
- Serve as point of contact for press inquiries and conduct annual training for staff members on how to effectively engage the press

Digital Media:

- Maintain social media channels including Foundation Facebook, Instagram, LinkedIn, Twitter, YouTube, and Hootsuite accounts
- Respond promptly to inquiries made through social media
- Grow reach through creation and distribution of organic and paid social media content
- Update Foundation WordPress website, including maintaining, adding, and collection of educational content for webpages
- Assemble content from team members and outside sources to create monthly Foundation blog entries

Communications:

- Create and distribute collateral for digital and print including Year in Review, newsletters, and marketing collateral such as brochures and postcards
- Support and guide outside vendors in the creation of collateral for special projects

- Promote and market Texas Trees educational and fundraising events
- Develop plans and coordinate with partners and sponsors on proactive and collaborative opportunities for marketing and communications efforts
- Work with all departments to coordinate marketing and communications for the Foundation's projects and programs

Special Projects and Other Duties:

- Attend Foundation and partner/sponsor events and document with photography and videography for marketing purposes, which may include managing contract photographers and videographers
- Manage Foundation digital library
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- Maintain brand guidelines and generate processes and procedures for marketing and communications for the Foundation, volunteers, partners, sponsors, donors, projects, and programs

Required Qualifications/Skills:

- A Bachelor's degree with a minimum of 2 years' experience in a professional capacity related to marketing and communications job responsibilities.
- Computer application skills including the following: Word, PowerPoint, Excel, Outlook, Adobe Creative Cloud, Adobe InDesign, Zoom, and Asana
- Strong interpersonal, oral and written communications skills
- Knowledge of Constant Contact, GoogleAds and Google Analytics
- A proactive approach to problem-solving with strong decision-making skills
- Photography/videography, including editing
- Ability to create and manage budgets
- Strong organizational skills and attention to detail
- Initiative, critical thinking, giving and receiving constructive feedback
- Supports collaborative and a multi-faceted team environment
- Ability to prioritize tasks, work independently/remotely, and meet deadlines
- Strong commitment to the mission and goals of the Texas Trees Foundation

Work Hours/Compensation:

This is a full-time position, which provides competitive pay commensurate with experience; 75% health insurance coverage; vacation; personal and sick time and a supportive and engaging work environment with opportunities for professional development. May include some weekend work.

To Apply: Send resume, cover letter and references to Kimberlee Cantrell, kimberlee@texastrees.org by August 15, 2021.

No telephone calls please.