



Communication Marketing Manager

Job Description

Reports to: Chief Operations Officer

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 Communication 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 Communication Marketing Manager will build the Foundation's narrative with the public through ongoing media and community engagement utilizing traditional and social media platforms.

External Communication:

- Create and distribute collateral for digital and print including newsletters, fliers, digital graphics and traditional marketing collateral such as brochures and postcards
- Support and guide outside vendors in the creation of collateral for special projects
- Promote and support Texas Trees Foundation educational and fundraising events
- Own and build content for the Foundation's monthly newsletter
- Develop campaign plans to solicit seasonal volunteers
- Work with all departments to coordinate communication efforts for the Foundation's projects and programs

Media & Public Relations:

- Execute media plans including developing news releases, media list, media advisories, and editorial opportunities
- Develop, maintain, and leverage relationships with media including traditional journalist, news reporters, media influencers, and bloggers
- Research editorial opportunities that would spotlight foundation efforts and achievements
- Write op-eds
- Serve as Foundation Spokesperson for media interviews, when required
- Attend on-site media interviews and media opportunities



- Manage and coordinate public and private media events
- Monitor trends for Foundation media outreach opportunities and placements in news coverage
- Maintain updated list of media contacts
- Track media coverage and provide tracking reports as needed
- Serve as point of contact for media inquiries
- Provide media training and support for staff members on how to effectively engage and respond to press

Digital Media:

- Maintain social media channels including Foundation Facebook, Instagram, LinkedIn, Twitter, YouTube, and Hootsuite accounts
- Create a strategic social media calendar
- Respond promptly to inquiries made through social media
- Build engagement through creation and distribution of organic and paid social media content
- Work with team members and outside sources to create online content including blog entries
- Maintain Foundation's WordPress website to reflect current news and information

Development

- Work closely with Development to build donation campaigns and maintain donor relationships
- Assist with volunteer coordination and outreach
- Create campaign collateral, digital and traditional
- Schedule social media posts to mention sponsors and partnerships
- Develop plans and coordinate with partners and sponsors on collaborative opportunities for marketing and communication

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
- Assist at seasonal plantings
- Maintain brand guidelines and generate processes and procedures for marketing and communications for the Foundation, volunteers, partners, sponsors, donors, projects, and programs
- Assist with tabling and tradeshow opportunities

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
- Photography/videography, including editing
- Knowledge of Constant Contact, GoogleAds and Google Analytics



- A proactive approach to problem-solving with strong decision-making skills
- 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: Apply on Indeed or send resume, cover letter and references to Norm Daley at norm@texastrees.org.