



Director of Marketing and Communications

ABOUT FAMILIES EMPOWERED

Families Empowered is a community-based, women- and minority-led non-profit parent service organization that believes that all families should have access to schools that work, for them. Each year we reach out to tens of thousands of families through in-person events, our bi-lingual call center, text, and social media, and provide them with free personalized support to help them navigate their many great K-12 school options.

OUR GUIDING PRINCIPLES

Integrity: Conduct all affairs with parents, partners, staff, and donors with integrity and transparency. We are scrupulous and brutally honest about performance data, and courageous in sharing “lessons learned” with those who might benefit from our missteps or help us correct them.

Value Creation: Ensure that all our actions focus on creating maximum value for families we serve and are oriented toward empowering others to improve their lives.

Empathy. Honor each other and lead with understanding; although we work at scale to solve an urgent problem, we strive for quality, personalized interactions with our customers and each other.

Humility: Exemplify humility and intellectual honesty. Constantly seek to understand and constructively deal with reality.

Optimism: Face questions and challenges with hopefulness and confidence. Maintain a sense of possibility when serving families and each other.

Listening: Seek input from our customers as frequently as possible in order to deepen and broaden our relevancy and impact.

Collaboration: Understand that we alone cannot provide everything that families need to access excellent schools; we initiate and maintain strategic partnerships and collaborations with like-minded organizations.

ROLE OVERVIEW

Reporting to the Chief Program Officer, the Director of Marketing & Communications is responsible for the development and implementation of Families Empowered’s communication strategy, which focuses on serving families in their efforts to find excellent schools. The Director of Marketing & Communications directly manages communications activities that promote, enhance, and position the organization's brand within its target audiences. In addition to overseeing and managing content for marketing collateral, the Director of Marketing & Communications is responsible for the development, integration, and implementation of a broad range of external relations activities including: P2P event marketing, online communications, media and public relations, and data design and management.

PRIMARY RESPONSIBILITIES

EXTERNAL COMMUNICATIONS

- Implement and regularly review/update an integrated strategic communications plan (including web) to position Families Empowered’s brand identity; develop a targeted awareness of its programs to diverse families; and increase the visibility of its programs across the board.
- Lead and manage the development of collateral material and presentations.
- Initiate, develop, coordinate, and distribute communications materials, literature, online resources,

videos, programs and press releases, with the assistance of the Communications Coordinator.

- Exercise judgment to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting material as needed.
- Promote and incorporate the Families Empowered voice, mission and core values into all marketing, communication and public relations efforts.
- Develop content for Families Empowered's website and social media; oversee emails, evites and similar communications, with the assistance of the Communications Coordinator.
- Work with website designer and web developers on creation build-out of websites for new FE offices.
- Provide quantitative and qualitative reports of all marketing, outreach, advertising, and social media results, including website analytics.

PERFORMANCE MANAGEMENT

- Develop strategic, efficient, high integrity systems for collecting and analyzing organization-wide performance data, working closely with the Chief Program Officer and the Program Manager.
- Disseminate program results in a compelling and useful format.
- Oversee the timely development of internal report cards on key performance metrics for the Board, Executive Director, and potential philanthropic funders.
- Increase organizational visibility through engaging storytelling and analytic analysis.

INTERNAL COMMUNICATIONS

- Develop, implement, and manage communications/media and program performance measurements.
- Analyze data for service improvements and collaborate with Families Empowered team for implementation.
- Prepare recurring marketing/media reports to the Families Empowered staff, board and donors.
- Develop and lead efforts to increase organizational visibility via storytelling, social media management, and engagement data.
- Identify challenges and emerging issues faced by the organization.
- Work with leadership team and staff to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.

MANAGEMENT OF COMMUNICATION SUPPORT

- Interview, select, and train Communications contractors and employees as needed.
- Plan work, apportion work, and manage daily functions and regularly evaluate Communications employees.
- Work with organizational leadership regarding budget planning decisions.
- Provide guidance for Communications employees to resolve performance or professional issues.

FUNCTIONAL SKILLS REQUIRED

- Demonstrated experience in marketing and/or public relations (experience at a non-profit or public organization is a plus).
- Comfort in proactively building relationships with top tier reporters and editors, and in successfully positioning subject matter with the media to achieve high-impact placements.
- Experience in planning, writing, editing, and distribution of press releases.
- Strong writing and editing experience (externally focused) with a variety of print and online communications media.
- Creative and thoughtful on how new media technologies can be utilized.
- Minimum competence in design software, such as Adobe Creative Cloud.

- Experience operating and managing a website Content Management System.
- Proficiency with e-newsletter software, e.g. Constant Contact (or equivalent) and ability to write newsletter content.
- Proficiency with use and maintenance of a variety of social media platforms including but not limited to Facebook, Twitter, YouTube, and Instagram.
- Knowledge of graphic design with an eye for quality design aesthetic.
- Knowledge of current marketing and graphic trends in print and online media as well as printed marketing materials.

WORKING CONDITIONS

- Candidates will work in the Families Empowered headquarters office located in Houston, TX.
- This is a full-time position with up to 20% travel required.

CHARACTER SKILLS REQUIRED

- Impeccable integrity.
- Passion for the Families Empowered mission.
- **100% Follow-Through:** Stay on top of tasks and consistently meet deadlines.
- **Comfort with data:** We track what we do every day to hold ourselves accountable and to inform our strategy. You must be motivated to use data.
- **Action-oriented:** You must love getting people together to take action. You must be willing to step outside of your comfort zone and know how to motivate others.
- **Multi-tasker:** Ability to multi-task and work within an ambiguous, fast-moving, start-up environment, while driving toward clarity and solutions.
- **Organization and planning:** Plans, organizes, and schedules in an efficient, productive manner. Focuses on key priorities.
- **Flexibility:** You must be excited to face new challenges and pivot quickly to meet the needs of the families that we serve.

BENEFITS

- Organization pays 60% of health insurance premium for employee.
- Organization pays 100% of Short-term disability premium.
- Voluntary Benefits: Dental, vision, life insurance, and long-term disability and health insurance for spouse and dependents

COMPENSATION: Competitive salary commensurate with experience.