



Job Title: Marketing and Communications Director
Location: 13300 Pond Spring Road, Austin, TX 78729
Reports to: President
Employment Classification Status: Full time, 40 hours/week
Plus Health benefits

MISSION STATEMENT

Fostering Hope Austin equips families, churches, and organizations to transform the lives of foster and adopted children.

Marketing and Communications Director

The Marketing & Communications Director is responsible for providing leadership to the communications team and implement a coherent, consistent, and effective communications strategy that incorporates press relations, social media, print and electronic communications/newsletters, graphic branding, and all multimedia, including video, photos, podcasts and other communication formats. The Marketing and Communications Director will also support the Joyful Giving Team with communications and event planning to increase funding for Fostering Hope. It is also imperative that the person in this role has a passion for families, children, churches, and the foster care and adoptive community.

This is a full time, exempt position based at Fostering Hope Family Center 13300 Pond Springs Road, Austin, Texas. The position requires 3 days a week in the office. The annual salary is competitive with the non-profit sector.

Key Duties:

- Provide leadership, strategic direction, and supervision for the Marketing & Communications team (contract Graphic Designer, Communications Coordinator and interns/volunteers) as they manage the agency's public relations, media relations, newsletter and segmented audience communications, social media, advertising, and development fulfillment.
- Expand the brand and messaging of Fostering Hope so that there are clear pathways of engagement, and Fostering Hope becomes a well-known resource for families and churches
- Research external best practices from other sectors and organizations that will inform our continuous improvement of external communications for FH

- Manages FH’s contracts with the various communications contractors and vendors, including the website developer, website host, professional videographers, social media assistance, printers, etc.
- Integrates Storybrand strategies and best practices into the marketing and communications plans
- Supports in the writing and curating content

Development Responsibilities

- Engage and develop donor relationships and commitment by creating a strategy of regular updates and appreciation communications
- With support of the President, implement fundraising communication plans for End of the Year giving, Amplify Austin, monthly donors, sponsorships, and other fundraising opportunities
- Track and measure the level of engagement through promotional communications including Google Ads

Branding and Creation:

- Maintain files and develop new graphic images to support Fostering Hope branding and programmatic materials
- Work with a contract graphic designer when needed
- Plan for content creation and coordination with the Programs Department (may include arranging photographers, videographers, etc)

Communications:

- In partnership with the Director of Programs and President develop the strategy and annual communications plan, and then implement that plan throughout the year
- Track level of engagement through communications and adjust promotional activity based on outcomes
- Manage the development, distribution, and maintenance of all print and electronic materials including, but not limited to, newsletters, brochures, videos, annual reports, and Fostering Hope's website (WordPress)
- Coordinate webpage and social media maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly
- Plan for strategic communications with segmented audiences and manage the implementation of this using the CRM and the Communications Team.
- Provide regular maintenance and direction to support our communication software and database (Salsa CRM and Engage)
- Lead a once-a-month meeting with all staff to learn communication needs
- Provide strategic direction and implementation to increase public relations with foster care and business communities
- Contribute content and review/edit in a timely way all relevant external documents published by the FH both electronically and physically, including the monthly e-newsletter, social media posts, emails to our distribution lists, and all mailings/emails/material.

Event Support:

- Implement vision and tone of the annual conference and other events using media in partnership with the President and programmatic staff
- Implement vision and communications for Joyful Giving

Qualifications:

- Five to eight years of experience in communications and marketing
- Demonstrated ability to supervise people effectively.
- Highly collaborative style; experience implementing communications strategies
- Excellent writing/editing and verbal communication skills
- Skills in Adobe Creative Suite, Microsoft Office Suite, Canva, Teams/Sharepoint, communications software (Salsa Engage and CRM), WordPress. Strong, creative writing and editing skills are required. This role requires a StoryBrand lens in areas such as website content, video creation, newsletters, and donor communications.
- Flexibility and confidence in working with a variety of different people and audiences.
- Sincere commitment to work collaboratively with all constituent groups, including Child Protective Services, nonprofits, churches, community stakeholders, families, staff, board members, volunteers, donors, program participants, and other supporters
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives and can manage a variety of projects assuring their completion
- Participate as a full member of Fostering Hope Austin, adhere to our core values, attend staff meetings, participate in FHA events, and coordinate collaborative activities with other departments as needed
- A desire to learn about foster care, adoptive, and trauma-informed care trends through relevant books, articles, blogs, trainings, and other sources.

Interested applicants can send a cover letter and resume to: Julie@iamfosteringhope.org