

CASA of Central Texas, Inc.

POSITION DESCRIPTION

Title: Director of Communications

Status: Exempt / Full-time (40 hours per week)

Schedule: M-F with frequent evenings and weekends

Reports to: Chief Executive Officer

Location: Based in New Braunfels, TX or San Marcos, TX. Frequent travel within the Central Texas area utilizing your privately-owned vehicle (mileage reimbursed).

ABOUT US:

We envision a world where every child thrives in a safe, stable, loving home. CASA of Central Texas (Court Appointed Special Advocates) provides high quality best interest advocacy for children and youth in the child welfare system. We train and empower community volunteers to ensure children's needs are met and their voices lifted. We commit to strengthen the connections and well-being of children in foster care, one family at a time. CASA of Central Texas is a 501(c)(3) non-profit organization that has been in operation since 1985. In 2022, we served 562 children (65% of children in care) with 255 volunteers in Caldwell, Comal, Guadalupe and Hays Counties.

VALUES & PRIORITIES:

CASA CenTex core values include advocacy, dedication, compassion, support, integrity and relationship. Our strategic priorities focus on engaging community partners and stakeholders to build strong relationships; improving workforce stability and retaining operational knowledge; strengthening business practices for efficiency and effectiveness; and proactively marketing our organization to build and grow within our service area.

JOB SUMMARY:

The Director of Communications is a key leadership role on our executive team as it contributes to the agency's image, and engages and deepens trust and confidence from the community. You will play a vital role to increase brand awareness across a diverse and challenging market by setting strategy, developing plans and processes, partnering with internal and external constituents, and developing our staff team. Following community-focused practices, this role maximizes public awareness of CASA's mission as demonstrated by increases in advocate recruitment, fundraising, and educational outreach. With the goal of achieving maximum impact and benefit for CASA, and delivering upon high expectations for results, the Director of Communications conducts and/or oversees all external communications including marketing, media and public relations.

This position works closely with executives and supervises staff, requiring extensive cross-departmental collaboration. To succeed in this position, candidates should be resourceful, creative, analytical, adaptable, and organized with the ability to build rapport with all levels of our team as well as external contacts. Exceptional presentation skills including written and verbal communication, as well as computer, and problem-solving skills are essential. The ideal candidate will be a professional contributor to communications, marketing, administration, and relationship building; have a passion to share the CASA mission; love project and process management, planning and strategizing; and enjoy both behind-the-scenes work and public relations.

QUALIFICATIONS:

- Bachelor's degree in Communications, Marketing, Public Relations or related field; or equivalent combination of education and lived experience in related fields.
- Minimum 5 years of relevant work experience in public relations, investigative reporting, marketing, volunteer recruitment and/or fund development.
- Minimum 3 years of experience directly supervising people.
- Experience and ability to deliver professional, polished events and presentations.
- Strong networking and relationship building skills; experience connecting with diverse groups.
- Strong process, project and people management skills.
- Proactive ability to organize and prioritize quickly; strong time management skills with the ability to manage multiple assignments and deadlines.
- Proficiency in design and communications applications such as Canva, Constant Contact, and website design and management.
- Proficiency in core social media platforms, SEO, and analytics in a workplace setting.
- Ability to create and edit content, photos and videos.
- Experience working in a non-profit organization is preferred.

ESSENTIAL JOB FUNCTIONS:

- Create, lead and implement external communications strategies and campaigns to reach the widest possible audience
- Direct and lead significant efforts to meet strategic plan goals and objectives
- Oversee compliance with policies related to communications and marketing; research and recommend new policies as needed
- Serve as a primary point of contact for media inquiries and interviews; assist, support and develop others to serve in this function, as needed
- Identify best practices and benchmarks; track, measure and report goals and accomplishments
- Create communications plans and calendars
- Develop and manage the Communications Department annual budget
- Collaborate with and develop content to support internal departments to meet their goals in advocate recruitment, fundraising, donor relations, and program services.

- Oversee or directly handle digital marketing, writing, and content creation; graphic design and printing; media relations and press releases; paid and free advertising; social media community management; collaboration and relationship building.
- Manage all aspects of the CASA brand and the CASA of Central Texas visual and verbal identity in the 4-county service area.
- Collaborate with the National CASA/GAL Association and Texas CASA to integrate campaigns and program development at the local level.
- Develop and maintain strong community relationships throughout the 4-county service area and neighboring communities as well as nearby markets which have an impact and influence
- Understand the role of a CASA volunteer and effectively communicate to inspire and engage prospective volunteers, donors and other supporters.

Other:

- In accordance with team philosophy, perform other duties as may be requested by the Chief Executive Officer.
- Maintain confidentiality of CASA clients, volunteers, staff and donors; protect confidentiality by being aware of information in workspace and of persons who can hear confidential conversations; utilize locking enclosures for paper and electronic information.
- Participate in minimum 12 hours annual self-development training.
- Attend conferences and workshops, meetings and events as requested.
- Participate in fundraising initiatives, projects and events, as requested; attend advocate trainings, advocate recognition events and court hearings periodically.
- Demonstrate and champion alignment with CASA vision, mission and values in daily work.
- Duties require travel to/from CASA offices located in New Braunfels and San Marcos; travel in 4-county service area; and occasional travel to other locations.
- Knowledge, Skills, and Abilities: Proficiency in MS Office 365 (Word, Excel, Outlook, PowerPoint, Teams). Exceptional interpersonal, verbal (written and oral) and non-verbal communication skills, with high attention to detail and accuracy. Web-based and social media application skills; word processing, spreadsheets, and other standard business software applications. Photo and video editing skills. Strong project and process management skills. Ability to establish and lead effective teamwork and working relationships, internal and external. Ability to use telephone and computer equipment as well as video conferencing platforms to communicate with others. Comfort with tasks ranging from daily routine to specialized. Excellent people skills with the ability to partner with a dynamic leadership team. Flexible and adaptable approach, working with cross-disciplinary teams in a collaborative style. Ability to work independently, be goal-oriented with initiative, and handle multiple priorities, tasks and tight deadlines. Ability to work in sensitive situations, with sensitive information, and maintain confidentiality.

Work Environment and Physical Demands:

- Prolonged periods of sitting at a desk and working on a computer. Reach with hands and arms. Stand, walk, sit; use hands to finger, grasp, handle, feel or operate objects, tools or controls; and speak, hear and read. In-office and out-of-office public contact.

Occasionally required to kneel, bend and crouch. Occasionally lift and move up to 30 pounds. Specific vision abilities include close vision, distance vision, color vision, peripheral vision, depth perception and the ability to adjust focus. Subject to the usual interruptions associated with providing friendly service and performing multiple duties; respond courteously and professionally; operate typical business office equipment; duties normally provided in surroundings where undesirable physical conditions and hazards are minor and controllable.

- Frequently and regularly required to attend off-site functions and will be required to provide own transportation (mileage reimbursed).
- Business appearance and proper grooming/hygiene required and determined by professional situation. i.e. Business casual, Business professional, cocktail/black tie, etc.
- Reasonable accommodations may be made to enable qualified individuals with disabilities to perform the essential functions of this position.

EMPLOYEE ACKNOWLEDGEMENT:

I acknowledge that I have received, read, and understand this Position Description for Director of Communications. I hereby certify that I have the ability and I agree to perform this job to the best of my abilities, the functions and duties described herein, with or without reasonable accommodation. I understand that this document does not constitute an employment contract or alter my "at-will" employment status. I further understand that the duties and responsibilities described herein are subject to change or modification, as determined by management, and that I am responsible for performing any job duties, or other tasks, and responsibilities that may be assigned, and/or directed by management.

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Employee Name, Print	Signature	Date