



Job Title: Media Activism, Director
Department: Communications & Marketing
Reports To: Chief Program Officer
Salary Range: \$65,000 - \$75,000 annual
Location: Hybrid or Remote; some travel may be required

Are you looking to make a difference in the life of Texas children and their families? Do you feel passionately that in our digital world, non-profits need smart and connected outreach to enact their mission? If so – you’re in the right place!

The Director of Media Activism is a critical member of our statewide team, who is responsible for the development, implementation, and evaluation of our communications and marketing activities. This position works closely with the Chief Program Officer, the Chief Development Officer, the Director of Public Policy and Government Affairs, and other team members to inform and engage external stakeholders in supporting our programs, events, advocacy efforts, and development initiatives. The right person for this role must be creative, tuned in, and well-versed working with print, web, video, and social media content to leverage interest in the issues that impact Texas children.

Primary Goals:

- Tell our Story
- Drive Communication Strategies
- Inform and Educate stakeholders
- Provide Consistent Messaging and Branding
- Grow Statewide Reach

Key Responsibilities:

- Develop and implement a communications plan in collaboration with the CHILDREN AT RISK leadership team and staff.
- Collaborate with development staff to communicate C@R’s work and mission during fundraising events, campaigns, and stewardship opportunities.
- Provide communications support for C@R’s major program events and activities, research publications, and advocacy initiatives.
- Collaborate with C@R’s Public Relations consultant to oversee organizational response to inquiries about CHILDREN AT RISK.

- Create/Implement C@R Brand guidelines, templates, press kits, and training materials for staff use.
- Monitor C@R media for brand integrity and message consistency.
- Lead targeted advocacy efforts with responsive messaging to hearings, elections, legislation, and other matters of social and political importance for Texas children and families.
- Serve as executive editor for the organization's WordPress-based website and supervise website maintenance.
- Oversee C@R interns who will assist with content creation and editing.
- Track and measure the effectiveness and growth of media/marketing activities.

Preferred Skills and Education Qualifications:

- Demonstrated knowledge and proficiency with communications technologies, including Salsa, Hootsuite, and Meltwater
- Experience with graphic design, layout, and publishing, including Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro)
- Professional experience with social media platforms and social media marketing
- Experience with Search Engine Optimization, Google Analytics, etc.
- Experience managing digital content
- Excellent verbal communication and presentation skills
- Impeccable copywriting and copy-editing abilities
- Strong leadership track record with experience managing both junior and senior staff
- Deep understanding of advocacy/policy driven activism in the state of Texas
- Bachelor's degree
- 3+ years of Communications, Marketing, Public Relations, or related experience; special consideration will be given to candidates with demonstrated knowledge of Texas policies and activism
- Established media relations a plus

Status:

- Full time, Permanent
- Target start date is April 2022. CHILDREN AT RISK offers a competitive benefits package, including health insurance, dental insurance, retirement contributions, vacation and holidays.

Interested candidates should submit an email of application, resume, and a list of three references via e-mail to Hannah Dahdouh at info@childrenatrisk.org. Please include the words "Director, Media Activism" in the subject line. The application deadline is rolling with applications being reviewed upon receipt. CHILDREN AT RISK receives a high volume of resumes and reviews every candidate closely. As such, candidates will only be contacted if they are selected for an interview.

CHILDREN AT RISK is a research and advocacy group dedicated to improving the quality of life of Texas children through research, public policy analysis, community education, and collaboration. We are the leading source of accurate information on children's issues and a catalyst for change concerning the needs of all Texas children.

CHILDREN AT RISK is an equal opportunity employer and does not discriminate against individuals on the basis of sex, gender identity, sexual orientation, age, disability, veteran status, religion, ancestry, color, race, ethnicity or creed. We strongly seek candidates that believe in our mission and represent the diverse community and children that we serve.