



Marketing & Communications Coordinator

ABOUT FAMILIES EMPOWERED

Families Empowered is a community-based, women- and minority-led non-profit parent service organization that envisions, one day, all families will have access to schools that work, for them. With a leadership team and staff comprised of multiple first-generation college graduates, we deeply understand the importance of empowered parents, and the positive impact they can have on Texas communities. Each year we reach out to tens of thousands of families in Austin, Houston, San Antonio, and Tarrant County 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. Hold yourself and others accountable.

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

A great opportunity for a highly motivated self-starter, the Marketing & Communications Coordinator is a full-time position responsible for providing marketing and communications support to the organization with a focus on social media content creation, copywriting and scheduling, and additional projects as assigned. Successful candidates will have a passion for understanding and connecting with key stakeholders, identifying opportunities to leverage communication channels in innovative ways, and working in a collaborative environment. Preference will be placed for bi-lingual (Spanish/English) applicants, but this is not a requirement. This position reports to the Director of Marketing & Communications and requires occasional travel. Recent graduates are encouraged to apply.

PRIMARY RESPONSIBILITIES

- Copywriting and development of social media content.
- Managing the organization's social media calendar and ensuring that all planned posts are completed in a timely manner.
- Drafting, proofreading and copyediting collateral and digital copy.
- Collaboration on marketing and communications strategies and tactics.
- Performing special projects as needed, including visits to schools, participation in events, and basic web updates.
- Review of data analysis and implementation of data into daily communications.
- Assisting in the development of monthly email newsletters.

FUNCTIONAL SKILLS REQUIRED

- Extremely organized, detail oriented.
- Superior oral and written communication skills.
- Minimum competence in Microsoft Office Products
- Knowledge of social media platforms (Facebook, Instagram, Twitter, TikTok, etc.)
- Basic understanding of graphic design and software (Adobe Creative Suite, Canva)
- Ability to communicate clearly in Spanish (verbally and in writing) strongly preferred.
- Competency in basic data analysis preferred (e.g. Excel).
- Experience in Salesforce preferred.
- Understanding of basic HTML and Wordpress preferred.
- Fluency in AP Style or The Chicago Manual of Style preferred, but not required

WORKING CONDITIONS

- Candidates in any of the regions that Families Empowered serves (Austin, Houston, San Antonio, Tarrant County) will be considered.
- Candidates in Houston will work primarily in the Families Empowered headquarters office located in the Sharpstown/Gulfton area.
- Candidates in all other regions will work primarily from home, with regular travel to the Houston office.
- This is a full-time position with up to 30% travel required.

COMPENSATION: Competitive salary commensurate with experience.

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.

TO APPLY:

Email a resume and cover letter to Ayla Dehghanpoor, adehghanpoor@familiesempowered.org by April 30, 2021. For more information about Families Empowered, visit www.familiesempowered.org.