



Marketing & Communications Manager

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 and Arizona communities. Each year we reach out to tens of thousands of families in Austin, Houston, San Antonio, Tarrant County, and Tucson 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 Pre-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 detail-oriented individual. The Marketing & Communications Manager will focus on the creation and implementation of School Services communications campaigns and will manage the Families Empowered Call Center which handles more than 100,000 calls with families each year. 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. This position reports to the Director of Marketing & Communications and requires occasional travel. This is a bi-lingual (Spanish/English) role.

PRIMARY RESPONSIBILITIES

- Managing the Families Empowered Call Center and Customer Service Representative team
- Writing and editing Call Center scripts
- Managing, creating, and executing all School Services communications including e-mail campaigns, social media campaigns, SMS campaigns, and calling campaigns
- Analyzing, creating, and reporting on communication campaign data
- Contributing to the strategic direction of annual Families Empowered marketing and communications campaigns
- Collaborating with School Services Managers to ensure that all School Services deadlines and deliverables are met

FUNCTIONAL SKILLS REQUIRED

- Ability to communicate clearly in Spanish and English (verbally and in writing)
- Extremely organized and detail oriented
- Superior oral and written communication skills
- Experience managing teams in person strongly preferred
- Experience in a call center or customer service role strongly preferred
- Minimum competence in Microsoft Office Products
- Knowledge of social media platforms (Facebook, Instagram, Twitter, LinkedIn, etc.)
- Basic understanding of graphic design and software preferred (Adobe Creative Suite, Canva)
- Competency in data analysis preferred (e.g. Excel)
- Experience in Salesforce preferred.
- Understanding of basic HTML and Wordpress preferred

WORKING CONDITIONS

- This is a Houston-based position. All candidates must be in Houston, Texas
- Candidates will work primarily in the Families Empowered headquarters office with a flexible schedule offered after one year based on performance
- This is a full-time position with up to 30% travel required between all of the regions that Families Empowered serves (currently Houston, Austin, San Antonio, Tarrant County and Tucson)

COMPENSATION: Competitive salary commensurate with experience.

BENEFITS

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

TO APPLY:

Email a resume and cover letter to Ayla Dehghanpoor, adehghanpoor@familiesempowered.org by May 15, 2023 For more information about Families Empowered, visit www.familiesempowered.org.