



COMMUNICATIONS MANAGER

Explore Austin empowers local, economically disadvantaged youth through mentorship, leadership development, and outdoor adventure. Through an immersive, nature and leadership based curriculum, coupled with social-emotional learning and long-term mentoring, our program supports the cognitive, emotional and physical well-being for youth from historically under-resourced communities.

Our Culture

We approach our mission with intention, believing that making time for exploration cultivates self-discovery. Leading with equity, we strive to remove barriers to outdoor adventure. We boldly embrace change and adapt to the evolving needs of our community. We celebrate the journey – sharing our wins and learning from our losses. Fostering a space of trust and belonging, we establish a culture of courage, commitment, and gratitude.

The Communications Manager is responsible for developing and implementing communications strategies that raise awareness for Explore Austin's mission through storytelling, media relations, digital and print marketing materials, social media, campaign and event collaboration, and more. Explore Austin is seeking a flexible, creative, and highly organized individual with superior writing and communication skills.

This position works under the supervision of the Director of Development and Communications and has the following responsibilities and duties:

Agency Communications, Marketing, and Public Relations:

- In partnership with Explore Austin's leadership team, develop and implement an annual marketing and communications plan.
- Increase awareness of Explore Austin's mission and brand.
 - Build and maintain a robust editorial and speaking engagement calendar for the CEO and other key personnel, including writing speeches.
 - Build relationships with key reporters, write press releases, monitor relevant news outlets, and secure earned media.
 - Design and disseminate all print and digital collateral, including brochures, infographics, videos, imagery, letterhead, business cards, apparel, etc.

- Assess and utilize various platform analytics to develop and execute a robust digital strategy.
- Manage the redesign Explore Austin's current website and, simultaneously, manage all updates to the existing website and track, analyze and report on website metrics. EA's website redesign will be executed by a third party company.
- Create all external email and print communication for the agency, including monthly e-newsletters to EA's entire audience.
- Manage all social media channels.
- Collect and refine compelling stories from Explore Austin's constituents to share with the broader community.
- Maintain EA's brand guidelines and ensure consistency across all platforms and communications, both internally and externally.
- Manage relationships with key communications and marketing vendors, including printers, designers, photographers, videographers, etc.

Program Events and Campaigns:

- In conjunction with the Associate Program Director and the Program Managers, create and execute a fall Mentor recruitment campaign, including the creation of all digital, print, and multimedia tools.
- In conjunction with the Associate Program Director and the Program Managers, create and execute a spring Explorer (youth participant) recruitment campaign, to reach qualifying youth, their families, and educators, including the creation of all digital, print, and multimedia tools.
- Assist the Program Team in writing and designing handbooks and other essential program materials.
- Assist in writing and designing crisis communications plans.

Fundraising Events & Campaigns:

- In conjunction with the Events Manager and the Director of Development and Communications, create and execute all event marketing, communications, collateral, etc., particularly for the Quest for the Summit event in April, the ATX Paddle Dash event (kayak and canoe race) in October, and donor stewardship and cultivation events throughout the year.
- Create marketing materials and execute communications for members of Explore Austin's donor circles, including the creation of cultivation and stewardship materials, email templates, print invitations and letters, etc., in conjunction with the Director of Development and Communications.
- With oversight from the Director of Development and Communications, assist in executing annual appeal campaigns including Amplify Austin in March, Trailblazer (Explore Austin's peer-to-peer campaign in October), and the year-end campaign in November and December, with a focus on #GivingTuesday.

Qualifications:

- Required: five to seven years of nonprofit communications experience or combined nonprofit and for-profit communications experience.
- Required: possession of professional writing skills.
- Required: extensive experience with and knowledge of Emma email marketing platform or a similar email platform, including creating segmented lists.
- Required: advanced computer skills including extensive experience with and knowledge of WordPress, Adobe Creative Suite, and Microsoft Office Suite.
- Required: demonstrated experience creating and managing content for social media platforms, in particular Facebook, Instagram, Twitter, and LinkedIn.
- Experience working with media outlets, garnering PR, and writing press releases.
- Demonstrated experience with marketing techniques, including design and layout.
- Preferred experience marketing fundraising campaigns and events.
- High attention to detail and the ability to work well with others to meet deadlines and achieve collective goals.
- Passionate about the connection between nature and well-being and investing in youth from economically disadvantaged communities.

The successful candidate must embrace: The mission and values of Explore Austin, including our belief that time in nature is essential for cognitive, emotional, and physical well-being; use critical and independent thinking skills to connect with volunteers and donors; and be able to multitask and manage workload efficiently. An attitude of collaboration and teamwork along with a self-starting spirit is essential to success.

Compensation: Salary range is \$60,000-\$70,000* depending on experience. Candidates selected for an interview will be requested to provide references, a portfolio of writing samples, and campaign and event collateral samples.

Benefits:

- Flexible work schedule
- 100% health and dental coverage
- Enrollment in 401k program with a company match of 3%
- 4 weeks vacation, flexible sick leave
- 12 company holidays + your birthday
- Monthly wellness reimbursement
- Generous parental leave
- 1 week during the summer to join a Summer Wilderness Trip (not counted against PTO)
- An incredible team and community!

We are accepting applications for this position until February 19, 2023. Please email jobs@exploreAustin.org with your cover letter and resume.

**Salary is negotiable based on experience level.*