

# COMMUNICATIONS/SOCIAL MEDIA MARKETING MANAGER



## About Eanes Education Foundation

Founded in Austin, Texas in 1991, Eanes Education Foundation (EEF) was formed as a response to help “fill the gap” between what the State sees as an adequate education and what the parents of Eanes Independent School District (EISD) expect - *“an excellent education.”* Eanes Education Foundation is the only organization in EISD that can pay the salaries of additional teaching and staff positions, which result in the many innovative, diverse and vital programs that are offered on all 9 campuses plus Adult Transition Services.

## About the Role

The Communications/Social Media Marketing Manager role is for a person who is a team player with an entrepreneurial spirit, and who is passionate about all things marketing and communication. This is the perfect role for someone with a few years' experience in project management, social media, and general marketing. Ideally, this person would also have a background in education or a connection to education.

Reporting to the Executive Director, the Marketing Manager will own all marketing initiatives and creative content for EEF. Programmatic areas include but are not limited to: Teacher Fund (annual giving campaign), Gala, Honor-A-Teacher, and 3 v 3 Basketball Tournament. You will be responsible for strategizing, planning, coordinating, scheduling, communicating, creating, and publishing brand-building marketing initiatives in a fun, fast-paced, and constantly-changing environment.

The position is part-time (up to 20 hours per week) and will vary depending on time of year and needs at certain times.

## About the Job

- Develop and publish marketing content in the voice and style of Eanes Education Foundation and in conjunction with Eanes Independent School District
- Work closely with Executive Director, Development Director, and Volunteer Program/Operations Manager to ensure marketing campaign needs are met, as well as to ensure that all departments are supported with the branded materials they need, delivered on-time and on budget
- Plan, schedule, communicate, and control all project activities toward these objectives, applying creative, technical, and managerial skills to satisfy project requirements, while building positive professional relationships with stakeholders
- Provide direct input into comprehensive, annual Marketing Plan, including development of messages, calendar of events, and budget
- Work seamlessly with volunteers at all levels who participate in and enhance the marketing and public relations process for the Foundation
- Project manage marketing initiatives that drive traffic and engagement, including bi-monthly newsletters and sponsor highlights
- Manage editorial calendar and corresponding organization workflows
- Channel management of digital content hubs and all supporting social channels including email/newsletter distribution. This person must understand the



basic best practices of the main social media channels, which content and strategies work on each, and why, as well as regularly report on channel success metrics

- Field and coordinate incoming media requests for interviews, photography, etc.
- Serve as primary contact for all departmental needs and communication
- Attend events, in order to both oversee execution of marketing directives and to photograph/promote both internal and public happenings (travel is primarily in-district)
- Coordinate on-site partner & media photoshoots
- Manage and update all digital platforms
- Cultivate an environment of teamwork, openness, creativity, and continuous improvement

### **Who you are:**

- You thrive in a fast-paced educational and volunteer environment driven by consistent changes and seasonal initiatives
- You are a self-starter, unafraid to ask questions, share knowledge, and lead with integrity
- You have a portfolio of diverse content - writing samples, social media, photography, and graphic design
- Content is fun, but you know the metrics and data behind it are an equally important piece of the puzzle
- You are knowledgeable and at the forefront of emerging digital and creative trends
- You're excellent with time-management and know when to ask for help.
- You have a strong work ethic and the ability to work both autonomously and in a team
- You are comfortable in Adobe Creative Suite
- You have an intuitive sense of how to manage the back-end of most digital platforms
- You have opinions about photography and videography best practices and aesthetics
- A plus: You can carry on a conversation about Eanes Independent School District, Eanes Education Foundation, and/or the educational experience in general
- A plus: You have event management experience with regards to marketing aesthetics
- A huge plus: You have video shooting and editing experience
- A must: You like to have fun and act kindly

### **Knowledge, Skills, and Abilities**

- Bachelor's Degree preferred with coursework in marketing, communications, or related field
- Minimum 3 years relevant experience in marketing or communications
- Proficient with photography, illustration, and graphic design, and with utilizing programs like Adobe Creative Suite, and Microsoft Office 365
- Able to meet physical job requirements
- Excellent written and verbal communication skills
- Must be self-motivated, solution-oriented, and have good follow through
- Able to think both creatively and conceptually
- Detail oriented with excellent organizational skills
- Able to multi-task and to work in a fast-paced environment
- Able to embrace change with enthusiasm
- Able to sit at a desk and operate a computer up to, but not limited to, 8 hours of time
- Able to stand for events lasting up to, but not limited to, 4 hours of time

*As EEF is a small, non-profit organization, growing and changing daily, and in the best interest of the business, EEF reserves the right to modify the duties and responsibilities of this position at any time.*