



TexProtects

Champions for Safe Children

DIRECTOR OF MARKETING
SEARCH PROFILE

DALLAS, TX

NOVEMBER 2021



The Organization

TexProtects was founded in 2000 as the Dallas-based Child Abuse Prevention Advocacy Commission (CAPAC) to address the critical need for reform in Dallas County's Child Protective Services (CPS). Though the organization has evolved since its founding, eventually becoming today's TexProtects, it consistently utilizes a multifaceted, evidence-based approach to bring awareness to issues surrounding CPS reform, organizing voices speaking to the needs of children at risk of abuse, and aims to activate the most powerful and effective constituency to advocate for change in these issues. Furthermore, TexProtects utilizes short-term solutions to meet the immediate needs of at-risk children, their families and communities while also championing long-term reform by devising scalable and innovative solutions. Ultimately, TexProtects' goal is to create broad, systematic change via major public policy innovations of child protection systems and to leverage private and public funding to scale high-impact prevention solutions.

TexProtects' Mission

TexProtects protects Texas children from the trauma of abuse and neglect and empowers families to thrive through education, research, and advocacy. TexProtects effects change by organizing and educating its members to advocate for increased investments in evidence-based child abuse prevention programs, CPS reforms, and treatment programs to heal abuse victims.

TexProtects focuses predominately on five issue areas across the child protection continuum: child abuse prevention; CPS system and workforce; family preservation; foster care; and transition support for foster youth.

Impact and Collaboration

Recognizing the limitations of a single organization, TexProtects has consistently positioned itself as a coalition-builder and collaborator to advocate on behalf of outcomes for children. Over the last 18 years and 9 legislative sessions, TexProtects has assisted and/or led the passage of 53 bills that have improved the CPS system and fought for and secured over \$200 million for family support home visitation programs that currently serve over 20,000 Texas families. The legislative accomplishments have been achieved with support from many of our collaborative partnerships.

Today, TexProtects is an autonomous, nonpartisan data-driven think tank and advocacy organization designed to educate decision makers, private funders, and the public at large. It remains the only Texas organization dedicated to the main issues of protection, prevention, and the healing of abused and neglected children. Additionally, in 2017, TexProtects absorbed the operations of Prevent Child Abuse Texas

We are looking for self-motivated and purpose-driven individuals to join our collaborative, positive, fast-paced, flexible, and innovative culture!

Job Description

Job Title: Director of Marketing
Reports To: Managing Director
Location: Dallas
Supervises: Communications Manager
Category: Exempt; Full-time
Revision Date: November 2021



Purpose: The Director of Marketing for TexProtects, the Texas Association for the Protection of Children, will be responsible for developing and executing TexProtects creative marketing and communications vision to support the organization's mission. The Director of Marketing is primarily responsible for strategy and execution of all marketing, including communications, digital marketing, and public relations. This position will ensure success by working alongside the CEO, Managing Director, and the Marketing Committee of the Board of Directors.

Key Responsibilities:

- Develops and executes on creative vision
- Builds TexProtects branding, brand voice, messaging, communications processes
- Creates, implements, and measures a comprehensive organization-wide marketing and communications strategy
- Manages and drives public relations for the organization, including development of media relationships, news pitches, op-editorial writing and more
- Advises on revenue strategy and marketing goals to achieve fundraising goals
- Manages marketing budget, marketing staff and contractors
- Provides comprehensive, strong writing and editing support for the organization

Key Competencies and Skills:

- **Communication Proficiency** - Clear and persuasive communicator - presents information in a structured, balanced, and logical way; tailors communication to the audience; speaks and writes with authority, confidence, and professionalism. Listens to others to ensure message is understood. Engages in regular, consistent, and meaningful communication; ensures important information is shared with appropriate individuals in a timely manner.
- **Relationship Building** - Contributes to positive staff-board relations; works well with board members. Builds trust with managers, colleagues, direct reports, volunteers, community partners and leaders and other external contacts and actively works to restore trust when necessary. Promotes positive, productive relationships and collaborative working across different parts of the organization.
- **Initiative** - Proactively anticipates organization's needs and takes initiative to respond effectively and efficiently. Anticipates and recognizes potential or realized issues/problems and quickly refers to the appropriate person or department for resolution.
- **Digital Marketing** - Demonstrates expertise in digital marketing.

Education and Experience:

- At least 10 years of experience in a communications or marketing role
- Proven success managing and executing comprehensive communications and marketing strategies including nonprofit experience
- Bachelor's degree from a four-year college or university required with Master's degree preferred
- Expertise in public relations, with a history of successful PR & media campaigns, as well as established media relationships
- Exceptional opinion writer with track record of Op-Ed placement and Letters to the Editor

- Exceptional writing and editing skills

Additional Technical Skills, Traits and Knowledge:

To perform this job successfully, an individual must be able to perform each qualification satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Track and measure media and social media engagement.

- High energy and passion for TexProtects' mission is essential
- Professional, dependable, and proactive
- Ability to work in fast-paced environment
- Ability to work both independently without close oversight, but also a team player who will productively engage with others at varying levels of seniority within and outside TexProtects
- Strong organizational and time management skills with exceptional attention to detail
- Advanced knowledge of Microsoft Office Suite: including Word, Excel, PowerPoint, Outlook, OneDrive, and Teams

Other Requirements/Work Environment:

The physical requirements and work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the job.

- Moderate to high-stress level
- Occasional standing and lifting of at least 5 pounds (during events)
- Long periods of sitting

To Apply:

Please submit a cover letter including salary compensation, resume, marketing/comms example to Jess Trudeau, Managing Director at jess@texprotects.org and Director of Operations, Brandy Lindsey at brandy@texprotects.org.

No phone calls please.

Applications accepted until Thursday, December 2, 2021

Please insert "Director of Marketing" in the email subject line.