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*Job Description*

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## **Communications/Marketing Manager**

*Job levels: Coordinator, Manager, or Director*

### **SUMMARY OF POSITION**

Responsible for developing and coordinating information, public relations and marketing strategies for Keep Texas Beautiful (KTB). Creates and manages publications, updates website and creates collateral materials. Responsible for internal/external publicity for all events & activities including advertising (as budgeted), community calendars, press releases, etc.

### **ORGANIZATIONAL RELATIONSHIPS**

*Reports to:* Executive Director

*Directs:* This is a non-supervisory position.

*Other:* Has contact with board and committee members, co-workers, representatives of various state, federal, and private funding agencies, and the general public.

### **GOAL OF POSITION**

To promote the activities and goals of organization and our affiliated organizations, to inform the public of our mission, and to engage and educate Texans to take responsibility for their environment.

### **JOB DUTIES**

*Quarterly Newsletter, monthly Leadership Update (internal) and bi-weekly e-news*

- ✓ Writes, edits, produces and distributes all publications.
- ✓ Generates editorial calendar.
- ✓ Seeks input and content from other staff members.
- ✓ Contacts affiliate directors for stories.
- ✓ Maintains historical records.

#### *Website*

- ✓ Responsible for maintaining and managing the website.
- ✓ Generates ideas for new sections of website in conjunction with staff.
- ✓ Develops layout to ensure the site is user-friendly.

#### *PR & Media Relations*

- ✓ Prepare annual reports and writing proposals for various projects.
  - ✓ Responsible for annual public relations activities.
  - ✓ Serves as liaison for statewide media.
  - ✓ Develops and distributes press releases on programs and events.
  - ✓ Assists affiliates with public relations activities.
  - ✓ Oversees database entry and cataloging of press clips.
  - ✓ Assists in writing speeches for staff and board.
  - ✓ Coordinates press conferences and attends as representative of KTB as needed.
  - ✓ Create and present visual presentations at meetings and conference.
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#### *Marketing*

- ✓ Works with other staff members to develop event and program promotional pieces.
- ✓ Oversees all written materials for organization including brochures and advertising.

#### *Annual Conference*

- ✓ Participates in preparation of annual KTB conference.
- ✓ Promotes conference and its activities statewide.
- ✓ Writes awards summaries for onsite brochure and awards presentations.
- ✓ Supports audio/visual needs onsite and provides signage

#### *Program Outreach*

- ✓ Coordinates with Programs Managers to create outreach materials for all programs.
- ✓ Serves as liaison between KTB and contract graphic artists and marketing agencies.
- ✓ Responsible for promotion of events.
- ✓ Attends trainings and events and speaks on behalf of KTB.

#### *Other Duties*

- ✓ Travels to other conferences and meetings as required.
- ✓ Maintains knowledge of relevant current events, legislation, and other information.
- ✓ Maintains awareness of new and emerging technologies and the potential application for KTB.
- ✓ Performs other related duties as may be assigned.

### **REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES**

*Knowledge of:* public relations, general state government organization and non-profit operations, standard office practices, background in writing and environmental issues.

*Skill/Ability to:* operate a computer using standard word processing and spreadsheet software; knowledge of web design and site management; knowledge of Adobe Illustrator and Photoshop; establish and maintain effective working relationships with board and committee members, co-workers, representatives of funding agencies, and the general public; demonstrate proficiency in both oral and written communication; ability to maintain photo library; interact comfortably and tactfully with the public; basic graphic design and marketing experience and ability to stoop, squat, and maneuver materials (40 pounds above your head).

### **ACCEPTABLE EXPERIENCE AND TRAINING**

- Bachelor's degree in communications or public relations, or a related field, plus one year of experience, which includes interacting with funding agencies, general business sector, or governmental agencies.
  - or any equivalent combination of experience and training which provides the required knowledge, skills, and abilities.
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