



Job Description

Title Communications & Marketing Manager
Department: Development
Reports to: Director of Development

Organization

Boys and Girls Country's mission is to change the lives of children from families in crisis by loving and nurturing children in a Christian home, raising them to become self-sustaining and contributing adults. Boys and Girls Country serves boys and girls aged five to eighteen and 18 young adults in our College and Career program. Boys and Girls Country is located 35 miles northwest of Houston (www.boysandgirlscountry.org).

Position Summary

The Communications & Marketing Manager is responsible for leading and executing a comprehensive communications strategy to elevate the mission, visibility, and impact of Boys and Girls Country. This individual oversees brand management, content creation, digital engagement, media relations, and marketing campaigns across all channels. Collaborating closely with internal teams and external partners, the Manager ensures consistent messaging, strengthens donor and community engagement, and supports fundraising and programmatic goals through compelling storytelling and data-informed strategies.

Roles and Responsibilities

Strategy & Leadership

- Develop and implement comprehensive communications and marketing strategies, including social media, PR, digital, print, and direct mail.
- Set and uphold brand standards, organizational voice, and visual identity across all platforms.
- Create and manage content and editorial calendars to support fundraising, programs, and events.
- Lead the development of organizational talking points and PR strategies; serve as media spokesperson as needed.
- Plan and oversee multi-channel fundraising campaigns, including segmentation, messaging, and revenue tracking.

Content Development & Execution

- Serve as lead writer and editor for major publications, including newsletters, website content, annual reports, donor appeals, and event materials.
- Approve all visual and written content prior to publication, ensuring quality and consistency.
- Draft and review social media posts, email campaigns, blogs, and web updates.
- Coordinate design and production of marketing materials; provide basic graphic or video support when needed.

Collaboration & Project Management

- Work with Development and Program staff to align messaging with organizational priorities.

- Partner with Special Events staff to deliver cohesive event communications and materials (branding, promotion, signage, scripts).
- Manage relationships with external vendors (designers, printers, ad services); oversee contracts and deliverables.
- Ensure on-time execution of print and digital projects; track deadlines and deliverables.

Analytics & Optimization

- Track campaign performance using key performance indicators (KPIs) such as engagement, reach, and conversion rates.
- Pull and analyze basic social media and email metrics; identify trends and flag performance issues.
- Support the adoption of new tools and best practices in analytics, audience segmentation, and content optimization.

Critical Skills Sets

The successful candidate will demonstrate:

- Strong written and verbal communication skills across platforms and audiences.
- Proficiency in storytelling, copywriting, and content creation for both digital and print.
- Demonstrated success managing integrated marketing campaigns and maintaining brand consistency.
- Familiarity with CMS platforms, email marketing tools, and social media scheduling and analytics platforms.
- Analytical mindset with the ability to draw actionable insights from data.
- Collaborative, proactive, and organized team player with strong project management abilities.

Qualifications

- Bachelor's degree in Communications, Marketing, Journalism, or a related field (or equivalent experience).
- 3–5 years of progressive experience in nonprofit communications, marketing, or public relations.
- Demonstrated expertise in campaign development, content strategy, and audience engagement.
- Proficiency in Microsoft Office; working knowledge of Adobe Creative Suite and web content management systems preferred.
- Basic graphic design and video editing skills are a plus.
- Leadership experience and a commitment to teamwork and continuous improvement.

Compensation & Benefits

- Salary: \$60,000 – \$70,000 annually, based on experience (paid in 26 bi-weekly installments via direct deposit).
- Time Off: Paid vacation and sick leave provided.
- Health Benefits: Eligible for medical, dental, and vision coverage (pre-tax payroll deductions apply). Optional supplemental coverage available. FSA account eligibility provided with certain plans.
- Retirement Plan: 403(b) retirement plan with a 3% employer contribution after one year of service (vesting after three years).

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