



**JOB TITLE: Communications/Marketing Director**

**JOB SUMMARY:**

The Austin Disaster Relief Network (ADRN) is a Christian nonprofit 501(c)(3) organization, comprised of over 185 Greater Austin churches and thousands of trained volunteers bringing hope into crisis. ADRN's network enables and empowers church members to organize, prepare, mobilize, and respond quickly in the event of disaster, great or small. ADRN seeks a Communications Director to be based in Austin, Texas who effectively and efficiently directs and manages the organization's communications in support of established policies, goals, and objectives; provides leadership, strategic direction, and vision.

**DUTIES AND RESPONSIBILITIES:** The following reflects management's definition of essential functions for this job, but does not restrict the tasks that may be assigned. Chief Executive Officer (CEO) or Board of Directors (BOD) may assign or reassign duties and responsibilities to this job at any time due to reasonable accommodation or other reasons.

- Develop communications strategy for the entire organization, including communications to clients such as churches, government entities, vendors, donors, partners, survivors and volunteers. Work directly with the CEO and any other personnel assigned to prepare and distribute all external communications from the organization.
- Develop campaign plans for and oversee the execution multi-channel fundraising campaigns.
- Publish and manage distribution for weekly/monthly and special newsletters using email marketing platforms or other designated distribution methods Serve as ambassador and spokesperson for the organization as needed in and out of disaster.
- Serve as Public Information Officer (PIO) on the Incident Command Staff when warranted.
- Develop and implement communication plan supporting disaster operations.
- Serve as the main contact for public relation opportunities including the news media, and work to maintain optimum media relations.
- Create and send out press releases when necessary to engage media.
- Support social media strategy for post engagement (providing content and communication needs on a timely basis) with understanding of segmented audiences carrying over unified messaging from communications strategy.
- Ability to work independently and collaboratively by contributing to a team effort by accomplishing other tasks and providing administrative support as needed.
- Maintain media relationships and develop updated distribution/contact lists of stakeholders and media; advance publication/media reach through current PR insight reporting platform.
- Work closely with Marketing Creative Director to uphold the integrity of the organizations brand story and vision.
- Provide content and/or editing skills for all initiatives, including organization marketing collateral, donor/volunteer engagement, organizational reports (annual, quarterly, monthly), internal communications and website content; maintain organizational consistency and uniformity within messaging across multiple channels for distribution.
- Provide internal staff training and education to teams in order to empower department communications for planned release to segmented audiences through the use of distribution channels supporting the overall organizational communications strategy.
- Ability to report and analyze statistical and financial data to communicate effectively to all of the organizations clients.



- Coordinate multiple tasks simultaneously.
- Performs other duties as assigned by CEO or Board of Directors.

## QUALIFICATIONS

- Bachelor's degree (B.A./B.S.) in related field or equivalent;
- Six to eight years related experience or equivalent.
- Demonstrated proficiency in supervising and motivating subordinates.
- Commitment to excellence and high standards.
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels.
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters.
- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives.
- Excellent written, editing and oral communication skills.
- Experience with press releases.
- Strong organizational, problem-solving, and analytical skills.
- Ability to manage priorities and workflow.
- Versatility, flexibility, and a willingness to work within constantly changing priorities with enthusiasm.
- Proficient on Microsoft Word, Excel, PowerPoint, and Outlook.
- Proficient with Facebook, Twitter, Instagram and other emerging social media platforms.
- Proven leadership and business acumen skills.
- Proven ability to handle multiple projects and meet deadlines.
- Strong interpersonal skills.
- Ability to deal effectively with a diversity of individuals at all organizational levels.
- Knowledge of WordPress a plus.

## WORK ENVIRONMENT

- Office/Home
- Field – Disaster Areas

**ETHICAL STANDARDS:** ADRN has a reputation for conducting its ministry and activities with integrity and in accordance with the highest ethical and Biblical standards. All employees of ADRN must be committed to the Lord Jesus Christ, in accordance with the Bible and with ADRN's Statement of Faith. The authority for making determination of these standards for ADRN shall be the Board of Directors working in consultation with the Chief Executive Director, applying their interpretation of the standards set forth in the Bible.