



DIRECTOR OF COMMUNICATIONS

We are currently seeking an experienced *Director of Communications* to join our team in **Dallas, TX**.

Who We Are:

Make-A-Wish North Texas - Since 1980, Make-A-Wish® has been creating life-changing wish experiences for children with critical illnesses around the world. Wishes have proven physical and emotional benefits that can give children with critical illnesses a higher chance of survival. When a wish is granted, a child replaces fear with confidence, sadness with joy and anxiety with hope. Wishes even reunite families and enrich entire communities. Every eligible child needs a wish to count on! *To learn more about us, please visit us at <https://ntx.wish.org/>*

How We Work:

We are a culture grounded in the knowledge that wishes bring hope that can change everything. We care about our wish families, each other, ourselves, and our communities. We believe in communicating with curiosity, assuming the best of intentions, and listening to understand. We think it's important that all voices get to be heard. We are transparent. We passionately bring wishes to life, and we have a lot of fun along the way! Ultimately, we strive for joy in our work, so that we can be a source of joy for our wish kids and their families. If your experience and skills meet the needs outlined in this job description, and this is the type of work environment you value and want to be a part of, then please apply!

About the Role:

The Director of Communications is a member of the administrative team and reports directly to the CEO. The Director is responsible for all communications and marketing efforts with the specific direction of elevating our constituent journeys, increasing market awareness and growing acquisition of community supporters and advocates. Immediate key responsibilities include building and executing a communications calendar that drives constituent engagement, as well as lead campaigns that raise funds.

What you'll do:

Core duties and responsibilities include the following. Other duties may be assigned

- **Tactical Excellence:** Lead the creation of tactics across branding, marketing, and communications to heighten awareness of our mission and events through thoughtful execution of campaigns, digital/online promotions, print and electronic collateral, reports, advertising, news relationships, other promotional materials, and CEO remarks.
- **Brand Steward:** Oversee the maintenance of brand standards to ensure we are driving forward a powerful, meaningful brand expression while casting a wide net to ensure we are known as a 100% locally funded organization.
- **Elevate Community Visibility:** Leads the internal team and external partners while working collaboratively with the CDO and CEO to execute a PR strategy.
- **Storytelling:** able to write stories with accuracy and emotional power that drives community understanding of the impact of a wish, as well as our local focus.





- Creative Activation: while executing an insights-driven communications strategy, able to ideate new and relevant methods to connect with audiences.
- Development Marketing: Support the development team in effective acquisition and retention strategies, including creation of impactful development materials and storytelling.
- Marcomm Calendar: Build and execute a marcomm calendar that supports seasonal tentpole campaigns, as well as evergreen communication needs. Campaigns should have a primary purpose of donor acquisition.
- Team Leadership: Provide leadership and supervision of a team of 2 full-time employees, 3 contract employees, seasonal interns, and external partners; mentor direct reports to achieve professional and personal growth goals; routinely provide feedback and guidance to encourage individual and team growth.
- Collaboration: Support the growth of the chapter through collaboration with all departments to broaden awareness across all audiences.
- Prioritize Culture: Build and sustain strong, effective relationships with key stakeholders including staff, board members, partners/donors, volunteers, and media.
- Analytics: Track defined data, metrics, and benchmarks to meet goals established for revenue and brand awareness.
- Align to our Rules of Engagement: we believe that our culture and workplace community thrives when we engage with our colleagues and constituents within these tenets:
 - Assume best of intentions
 - Listen to understand
 - Create a judgement free zone
 - All voices get to be heard
 - Communicate with curiosity
 - Commit to transparency
 - Have fun!

Our Perfect Candidate

Education and Experience:

- Bachelor's degree or higher in business or related equivalent experience.
- 7 years minimum experience in communications and marketing, with a preference for individuals who have experience in lower funnel marketing. At least three years supervision/leadership experience.

Required Abilities and Skills:

- Outstanding interpersonal relationship building, employee coaching, and development skills.
- Strong understanding and comfort level in marketing, social media, and communications
- Superior written and oral communication skills with the ability to engage donors through the Make-A-Wish mission.
- Candidate must be a self-starter, initiative-taker, highly organized, and detail-oriented with the ability to work independently as well as in a collaborative team environment.





- Ability to effectively manage time and work priorities and multi-task.
- Superior presentation skills
- Extensive Salesforce (or other donor database software) experience required.
- Flexibility to attend events that may take place early mornings, evenings and weekends.
- Flexibility to travel when necessary.
- Ability to present a positive and professional image of the Make-A-Wish Foundation of North Texas.

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Company Offers:

- Competitive salary commensurate with experience and education
- Comprehensive benefits package available: *(healthcare, vision, dental and life insurances; 401k company match; paid time off and holidays)*

To Apply:

Please submit your cover letter with salary requirements, and resume to hr@ntx.wish.org

We are an Equal Opportunity Employer!

