



**Job / Position Title:** Director of Marketing and Communications  
**Department:** Operations  
**Supervisor:** Chief Operating Officer  
**Status & Classification:** Full-Time, Exempt  
**Date:** May 2026

Together, we create life-changing wishes for children with critical illnesses. From our humble beginnings with one boy's wish to be a police officer, we have evolved to be one of the world's leading children's charities, serving children in every community in the United States and its territories. With the help of generous donors and volunteers, Make-A-Wish Texas Gulf Coast and Louisiana grants more than 650 children's wishes annually.

### Position Summary:

The **Director of Marketing & Communications** serves as the strategic leader responsible for developing and executing an integrated, organization-wide communications and marketing strategy. This role focuses on elevating the organization's brand, driving external visibility, and strengthening strategic communications with our various audiences.

The position partners closely with senior leadership, development, and mission teams to align messaging with organizational priorities and advance fundraising, volunteer engagement, and mission delivery outcomes. The Director leads a small team responsible for execution across digital channels, social media, website management, and content production ensuring consistency and excellence while allowing the Director to remain focused on strategy, storytelling, and stakeholder engagement.

### Duties and responsibilities:

#### **Strategic Leadership & Integrated Communications**

- Develop and oversee a comprehensive, integrated marketing and communications strategy aligned with organizational goals
- Establish annual communications plans, messaging priorities, and campaign frameworks
- Lead strategic planning and execution for three signature campaigns: World Wish Month, Holiday, and Summer of Wishes
- Partner with senior leadership to ensure alignment across mission delivery, development, and operations
- Serve as a thought partner to executive leadership on internal and external messaging
- Oversee communications calendar, budget, and performance metrics

#### **Media Relations & Public Relations**

- Lead media strategy and cultivate strong relationships with local, regional, and national media
- Identify and secure high-impact media opportunities across print, broadcast, and digital
- Serve as a primary spokesperson or media contact, as needed
- Prepare talking points, speeches, and messaging for leadership, board members, and stakeholders
- Oversee media monitoring and reporting on reach and impact

#### **Executive & External Communications**

- Draft and oversee major external communications including:
  - Annual reports, fundraising appeals, newsletters, and press materials
  - Wish stories, donor communications, and campaign messaging

- Develop targeted messaging strategies for diverse stakeholders (donors, volunteers, medical partners, and community leaders)
- Develop and oversee the chapter's digital and online marketing strategy, including website, email, social media, paid media, and digital storytelling
- Oversee marketing deliverables for corporate sponsors and partners to ensure strong stewardship and revenue growth
- Support executive visibility and thought leadership through written and spoken communications
- Ensure consistent, mission-driven messaging across all channels

### **Team Leadership & Oversight**

- Direct, mentor, and manage communications staff and vendors
- Oversee execution of social media management, website updates and content publishing, email marketing and analytics, print materials, and graphic design
- Ensure high-quality and timely delivery of all communications projects
- Foster collaboration, accountability, and continuous improvement within the team

### **Events, Campaigns, & Storytelling**

- Provide strategic oversight for communications related to signature events and campaigns
- Guide development of speeches, scripts, presentations, and multimedia content
- Ensure compelling storytelling that highlights mission impact and donor engagement
- Support preparation of stakeholders (staff, families, board members, volunteers) for public-facing roles

### **Desired Qualifications**

- Bachelor's degree in Marketing, Communications, Public Relations, or related field
- 5-7+ years of progressive experience in communications, marketing, or public relations
- Experience leading integrated communications strategies and process implementation
- Demonstrated success aligning communications strategy with fundraising or revenue-generating campaigns
- Strong media relations experience and established press relationships
- Exceptional written, verbal, and storytelling skills
- Proven leadership and team management experience
- Proficiency with communications platforms, social media, analytics tools, and CRM systems (e.g. Salesforce, Luminate/Marketing Cloud, Google Analytics, WordPress/Drupal, Canva, InDesign, Adobe Creative Suite, email marketing tools)
- Experience supporting special events and external audience engagement, producing event-specific communications materials, and representing the organization
- Strong strategic planning, project management, and leadership skills with the ability to manage multiple priorities in a fast-paced work environment
- Excellent organizational, communication, interpersonal and time management skills
- Ability to collaborate across departments and serve as a trusted internal leader
- Nonprofit or mission-driven organization experience strongly preferred

### **Working Conditions**

This position will be based in the Stafford, TX office. The position requires the individual to work in an office environment in a shared office space. Incumbent must be willing to work some nights/weekends and travel within the territory.

We offer a comprehensive benefits package including 100% employer paid for healthcare, dental, and vision insurance; basic life insurance; short-term and long-term disability. Medical coverage for employee's family members is available through company policy, with a portion of this coverage subsidized by employer.

After one year of service, employees become eligible to participate in a company 401(k) retirement savings plan, with an employer match up to 6% of compensation.

We offer full-time employees a hybrid work schedule, beginning with one remote day per week, moving to two remote days per week after six months. Our chapter provides generous paid time off, as well as 14-16 paid holidays in a calendar year, including a week near the end of December.

### **Join Our Team of Inspired People Transforming Lives**

We are more than a great place to volunteer - our work is life changing. We are an inclusive and diverse group of people who, through a mosaic of backgrounds, thoughts and experiences are united in purposeful work. We are fueled and guided by our values - values that are represented in the inspired people we work with and the transformational work we do every day.

*We respect and ensure equal opportunity, regardless of race, religion, ethnicity, national origin, age, gender identity, sexual orientation, disability, perceived disability and other legally protected characteristics.*