



## **Communications Manager**

*Full-Time, in Person Role in Austin, Texas, reporting to the Vice President of Philanthropy*

### **Position Overview**

The **Communications Manager** will guide the strategy for communications, marketing, and public relations in support of Saint Louise House's development goals. This includes the oversight and production of the agency newsletter, seasonal appeals, website, videos, presentations, social media, and media relations content that consistently articulates the Saint Louise House mission and lifts the visibility of the Saint Louise House program to attract and retain current and potential community stakeholders, volunteers, and donors. The Communication Manager is a passionate professional with the ability to take information and transform it into exciting and meaningful messages and disseminate it to the right audience through a variety of creative channels. All employees work within the organizational values of **Hope, Effectiveness, Empowerment, Growth Mindset, Commitment, and Humility**.

### **Benefits**

Saint Louise House invests in our employees in a variety of ways. We provide the tools and support needed for all staff so that they can provide the highest quality of services for our families. In addition to fostering a positive, learning, and supportive work environment, we also offer:

- A Competitive Salary (based on experience)
- Paid Time Off
- Health Benefits

### **Position Accountability**

#### **Communications Project Management and Accountability**

- Creates and manages dynamic and creative mission driven agency content for all communication channels.
- Manages the implementation of fundraising campaign appeals, and community outreach materials aligned with the annual development plan strategies.

- Manages stakeholder relationships in partnership with the Director of Development and the Vice President of Philanthropy.
- Engage external volunteer advisors in furthering agency communication projects and goals.
- Creates and monitors project budgets for event planning, collateral communications, and marketing materials.
- Collaborates actively with agency leadership.

### **Brand Consistency & Management**

- Ensures all agency communications align with brand guidelines.
- Designs repeatable strategies for the agency's Communications Program to increase and promote brand identity and agency visibility.
- Ensure that all communications & engagement support Saint Louise House's brand, vision for the future, and development goals.

### **Communications and Collateral to include Digital, Video, Print**

- Responsible for project management and production of communications aligned with fundraising goals.
- Writing and production of fundraising appeals.
- Writing and production of publications, brochures, annual reports, event collateral, and other materials needed to enhance the agency's signature events.

### **Manages and tracks all tactical communication channels including content aligned with target audiences**

- Digital communications products include social media, websites, email, text, segmented newsletters
- Print products include brochures, annual report, fundraising appeals, and other marketing collaterals.
- Video products include creation and distribution for websites, email, and events

### **Communications Intermediary**

- Public Speaking includes preparing scripts and talking points, presentations, and messaging aligned with agency strategies and goals.
- Schedules, designs, and scripts for speaking engagements and community events.
- Schedules, designs, scripts, and implements social media content that support the agency's strategies and goals.
- Strategically disseminate messaging through websites, social media, print media, events, and other channels. Content calendar planning & execution

- Responsible for planning, managing, and executing communications content calendar aligned with organizational goals.

### **Administrative Duties**

- Answer telephone and oversee office place as tidy and welcoming to volunteers, donors, and visitors
- Basic administrative duties include filing, data entry, receiving goods, managing supplies, and answering phones.
- Other duties as assigned.

### **Position Requirements**

- Bachelor's degree in communications, marketing, digital marketing, or related field
- 3+ years of experience in communications, marketing, or related field
- Experience in non-profit communications and marketing
- Strong verbal and written communications skills
- Proven record of developing communications strategies and adhering to production and implementation timelines.
- Strong strategic thinking, relationship-building, and persuasive communication skills.
- Commitment to organizational values: **Hope, Effectiveness, Empowerment, Growth Mindset, Commitment, and Humility.**

### **Preferred Attributes**

- Knowledge of social media platforms and analytics
- Ability to interpret and present data to improve strategies
- Familiarity with nonprofit communications and marketing strategies.
- Comfort with public speaking and representing the organization externally.
- Planning and executing media campaigns within budgets and deadlines.

### **About Saint Louise House**

*Saint Louise House provides a two-generation, long-term supportive housing program for mothers and their children who are overcoming homelessness in Central Texas. Our proven program provides stable housing, empowering partnerships, and wraparound services. The highly individualized support we provide fosters education, financial literacy, strong family relationships, and healthy living, leading to a lifetime of self-sufficiency. With a deep belief in the power of women to transform their lives, their families, and our community, we are committed to a purposeful model for growth and sustainable change.*

*Saint Louise House is committed to the recruitment, selection, development, and promotion of employees based on individual merit. Our policy is to provide equal employment opportunity to*

*all people without regard to race, color, religion, sex, national origin, age, or disability. We encourage applicants from traditionally underrepresented groups and diverse backgrounds, which mirror the population we serve.*

**A Cover Letter and Resume is required to apply. Please forward to:**

Jenifer Ruedas, Office Manager at [jruedas@saintlouisehouse.org](mailto:jruedas@saintlouisehouse.org) .For more information about Saint Louise House, please visit [www.saintlouisehouse.org](http://www.saintlouisehouse.org)

*Please submit a cover letter illustrating your career highlights and goals. Cover letters and resumes will be reviewed, but due to the number of applications, not all candidates will be invited to interview. We appreciate each candidate's interest in Saint Louise House.*