

Center for Child Protection Job Description

Job Title: Bilingual Communications Manager

Supervisor: Chief Marketing Officer

Job Summary:

Join our passionate team at the Center for Child Protection and play a pivotal role in shaping our public image! Dive into the dynamic world of strategic communications, where your expertise will craft impactful messages that resonate and inspire. Engage with a diverse range of stakeholders, from PIO's to media to influencers, ensuring our mission is positively represented. Your strong writing prowess and interpersonal finesse will be crucial in developing forward-thinking strategies that align with our goal to Protect Austin Kids. Be a part of something bigger and help us make a difference!

Minimum Qualifications:

- Bachelor's degree in Communications or Public Relations
- 3-5 years' experience in Communications required
- Public speaking experience required
- Project management experience required
- Local Travis County Nonprofit Communications and Public Relations experience a plus
- Strong written and verbal communication skills
- Forward thinking with an innovative approach to messaging to drive social change while maintaining the integrity of the organization
- Bilingual English-Spanish, both in written and verbal communications required

Job Tasks:

1. Works with marketing team to develop a comprehensive plan for the Center's public relations and strategic communications program resulting in marketing programs that enhance community and media relations, raise community awareness about the Center for Child Protection and strengthen community support and engagement
2. Manages and coordinates the Center's public relations strategy with the support of the CEO, specific department leaders and in partnership with the Center's public relations supporters; media, Child Protection Team (CPT) members, partners and other child-serving organizations
3. Helps manage brand/communication consistency across staff, board, corporate partners, CPT and third-party collaborators
4. Develops, proposes, and implements plans to communicate the Center's story and messaging to key audiences (media, board, donors, community, Child Protection Team, clients) in conjunction with the Board Marketing Committee

5. Helps create compelling copy for promotional and program materials, direct mail, annual reports, blogs, e-newsletters, editorials, and opinion pieces
6. Maintains a strong knowledge of communication principles, media, and marketing techniques
7. Maintains a comprehensive knowledge of the mission, core values and vision of the organization and the children's advocacy center model
8. Develops and maintains relationships with partner agency media contacts to integrate Center message and activities
9. Identifies professional relationships and secures pro-bono services to meet communication and marketing objectives
10. Communicates with public relations agencies on the implementation of a comprehensive communications plan
11. Builds and maintains effective media relations
12. Fields all media calls and prepares responses in coordination with the CEO and Chief Program Officer
13. Develops and distributes press releases, media alerts, public service announcements, calendar listings and story pitches to local media in partnership with the Center's public relations supporters and Center staff to promote Center news and special events
14. Maintains records of all media results and provides written monthly reports
15. Develops and manages Child Protection Team and Center recognition opportunities to media
16. Speaks at community, press and fundraising events at the request of the Chief Marketing Officer, CEO and Chief Development Officer
17. Stays current on market influences and related issues and determines with CEO, Chief Program Officer and Chief Development Officer a crisis communications plan and/or response
18. Attends monthly staff meetings
19. Conducts Center tours, as requested
20. Provides program coverage for forensic, therapy and medical cases, as needed
21. Performs other duties as assigned

FLSA

Exempt

Physical Requirements:

Reaching	Occasionally
Handling	Occasionally
Talking	Frequently
Hearing	Frequently
Near Acuity	Frequently
Vision Accommodation	Occasionally
Color Vision	Occasionally
Field of Vision	Occasionally

Strength:

Light Work - Lift up to 20 pounds occasionally.

Environmental Conditions:

Noise: 3 Moderate

Work Situations:

- Direct/Control/Plan
- Influencing People
- Dealing with People
- Making Judgments/Decisions

Equal Opportunity Employer

This job specification should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as required by their supervisor.

CACTX designates Children's Advocacy Centers as an essential employer.