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## STRENGTHENING THE VOICES OF CASA STATEWIDE

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# TEXAS CASA SEEKS COMMUNICATIONS MANAGER

**Location: Austin, Texas**

**Reports to: General Counsel & Chief External Relations Officer**

**Effective: 2/13/23**

Texas CASA (Court Appointed Special Advocates) is part of a national volunteer movement that began in 1977 in Seattle when a juvenile court judge conceived the idea of citizen volunteers speaking up for the best interests of children who are in foster care due to allegations of abuse or neglect. Today, the CASA movement has evolved into one of the largest volunteer organizations in the country. CASA volunteers are appointed by judges to watch over and advocate for these children in court, school and other settings; with the goal of reuniting children with their families whenever safe and possible. Volunteers stay with each case until it is closed with the goal of ensuring these children are kept safe and have the opportunity to thrive and grow.

In Texas, there are 73 local CASA volunteer advocacy programs with more than 11,000 volunteers serving nearly 30,000 children in 219 counties across the state. Texas CASA is the statewide organization that provides funding, resources, training and support to these local programs to ensure they can operate effectively and seek out the best possible volunteers who will advocate passionately for the children they serve.

Texas CASA is an inclusive, welcoming and affirming organization that values, celebrates and actively seeks out diverse candidates. We are an equal opportunity employer and do not discriminate against any individual, employee or applicant on the basis of race, national origin, color, creed, sex, age, pregnancy, sexual orientation, gender identity, gender expression, disability, or veteran or citizenship status. People of all identities are encouraged to apply.

### **POSITION SUMMARY:**

To position and communicate Texas CASA as a leader in the child welfare community by managing, promoting and strengthening Texas CASA's communications, including digital communications, to the network of local CASA programs, as well as the wider CASA network and the general public.

### **ESSENTIAL DUTIES & RESPONSIBILITIES:**

- Lead the planning and content creation for Texas CASA's two major, ongoing publications:
  - The CASA Voice (blog and monthly email updates) – General interest publication for all things CASA and child welfare. Highlights inspirational CASA and child



- welfare success stories, educates the public about overarching themes and issues facing the child welfare system both in Texas and nationally, positions Texas CASA as a thought leader and encourages the public to get involved with supporting children and families affected by the child welfare system.
- Inside CASA (blog and bimonthly email updates) – Internal publication for the local CASA volunteer advocacy programs’ staff and board. Texas CASA’s up-to-date source of training opportunities, best practices, tips, news and announcements, and more to help local CASA program staff and board members in their day-to-day operations and advocacy.
  - Lead Texas CASA’s email marketing efforts, including but not limited to: regular email updates for The CASA Voice and Inside CASA, fundraising appeals, promotional emails for Texas CASA events, and other news and announcements from Texas CASA to the CASA network as they come up.
  - Manage analytics for Texas CASA’s email marketing efforts.
  - Lead planning, filming and development of Texas CASA’s monthly video series, The Fix.
  - Uphold the cohesiveness of Texas CASA branding and ensure all external and internal communications are in line with and further Texas CASA’s brand in regards to brand standards, messaging and strategic plan.
  - Work with the Contracts & Project Manager to direct, develop, initiate, and evaluate Communications related contracts, such as design, printing, translation, editing, crisis communications, using accepted contract management methodologies.
  - Work with the Contracts & Project Manager to direct, develop, initiate, and evaluate Communications related projects, using accepted project management methodologies. Includes:
    - The production, proofing and dissemination of all communication materials from Texas CASA to outside stakeholders including marketing collateral, annual calendar, infographics, flyers, brochures, etc. to support all departments.
    - The development of promotional materials and onsite collateral for Texas CASA events including the bi-annual Texas CASA Conference, bi-annual Volunteer Power Unleashed Summit, bi-annual CASA Day at the Capitol, bi-annual CFE Symposium, annual Forum, and annual Public Policy Primer.
  - Proofread materials produced by Texas CASA that are intended for large-scale use (e.g., documents, reports and collateral that will be seen by any external audiences such as local CASA programs across the state, other child welfare organizations, legislators, donors and the general public), to ensure materials are professional, accurate, and in line with Texas CASA’s voice, brand and style standards.
  - Work with the External Relations Department and others at Texas CASA for editorial planning to ensure unified, informed and timely messaging.
  - Lead and maintain organization-wide Content Calendar.
  - Manage and lead content planning for Texas CASA’s social media accounts in partnership with the External Relations Department. Includes overseeing the planning, implementing, and evaluating of Texas CASA’s social media presence to maximize public awareness and engagement, and strengthen the Texas CASA and CASA brand.
  - Assist with the creation and management of a library of information and pictures that tell the CASA story.
  - Coordinate with local CASA programs to develop story ideas and press releases for local programs that exemplify CASA.



- Collaborate with the External Relations Department and others in the production of Texas CASA collateral materials, both in house and through contractors.
- Assist with the creation and editing of Texas CASA website content.
- Offer communications-related support, customer service and subject matter expertise to the local CASA programs and internal Texas CASA staff.
- Monitor CASA and child welfare-related media alerts for awareness and crisis prevention/support.
- Manage responses to Texas CASA's Communications inquiry email, [communications@texascasa.org](mailto:communications@texascasa.org), with Contract & Project Manager.
- May serve as a representative on any Board Committee that relates to Texas CASA communications, contracts or projects.
- Other duties as assigned.

#### **ADDITIONAL FUNCTIONS:**

- Assist with all marketing and training content created by the Department.
- Participate in, work, and represent Texas CASA in stakeholder meetings, conferences and other events and initiatives consistent with the Texas CASA mission as requested.
- Analyze current processes and procedures, and make recommendations to improve efficiencies and quality of services and programs.
- Perform all other duties and complete special projects as assigned by the General Counsel & Chief External Relations Officer.
- Offer communications-related support, customer service and subject matter expertise to the local CASA programs as needed.

#### **QUALIFICATIONS:**

##### **Required:**

- College degree or equivalent experience in journalism, public relations or other communications-related field.
- Intermediate skills in Microsoft Office (Outlook, Word, Excel, PowerPoint).
- Must be able to pass a background check.

#### **KNOWLEDGE, SKILLS & ABILITIES:**

- Ability to communicate effectively both orally and in writing.
- Ability to work quickly, thoroughly and effectively with a quick turnaround.
- Ability to plan, facilitate and coordinate multiple events and projects.
- Ability to understand, distill, and market compelling messages and stories about CASA for online use
- Strong knowledge of AP style.
- Excellent writing, proofing and journalistic interviewing skills.
- Ability to write in multiple styles and mimic an organizational voice.
- Experience with email marketing software.
- Working knowledge of WordPress, CMS and HTML.
- Experience managing an organization's social media presence.
- Good interpersonal skills and willingness to cooperate with and communicate with all departments within the organization.



- Intermediate skills in Microsoft Outlook, Excel, Word and PowerPoint.
- Willingness to learn new things and take on new projects.
- Flexibility.
- Commitment to diversity and inclusion; as well as willingness and openness to learning, growing and having discussions around this arena.
- Working knowledge of Adobe InDesign and Photoshop a plus.
- Commitment to diversity, equity and inclusion; as well as willingness and openness to learning, growing and having discussions around this arena.

#### **PHYSICAL REQUIREMENTS & WORK ENVIRONMENT:**

The Communications Manager will be expected to have daily transportation to attend offsite meetings, and various events. Occasional out-of-town overnight travel. The Communications Manager will spend some time in the office that could involve intermittent physical activities including bending, reaching, sitting and walking during working hours. Additionally, it is anticipated that the person may spend several hours of each day seated at a PC. Reasonable accommodations may be made to enable a person with physical disabilities to perform the job.

**FLSA STATUS:** Exempt

**COMPENSATION:** Excellent benefits with minimum salary starting at \$65,000, depending on experience.

#### **HOW TO APPLY:**

**<https://apply.workable.com/texas-casa/j/03DDC8007F/apply/>**

Please submit a cover letter, resume and three references. The cover letter should describe your interest in the position and include a detailed explanation of how your experience meets the minimum qualifications and prepares you for the responsibilities outlined in the job description.

Please email requested documents with attachments in PDF format only. We do not accept phone inquiries regarding the position.

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