



## TEXSAR Director of Communications and External Relations

When applying for a position with TEXSAR, please submit your cover letter and resume to [Careers@TEXSAR.org](mailto:Careers@TEXSAR.org). Include with the position of interest in the subject line. Applicants will be screened throughout the recruiting period. Applicants must be able to pass a thorough background check.

**Location:** San Marcos Texas; in office with the potential for hybrid

**Job Type:** Full-Time, Salary-Exempt

**Salary Range:** Commensurate with experience

**Schedule:** M-F 8:00 AM – 5:00 PM, with some evening/weekend availability

**Travel:** Occasional in-state travel

**Background Check:** Required

### Position Summary

The Director of Communications and External Relations is a strategic leader responsible for advancing the organization's visibility, reputation, and resource development efforts. This position oversees fundraising events, corporate and community partnerships, media relations, internal and external communications, and social media strategy. The Director serves as a key ambassador for the organization, building and strengthening relationships with donors, sponsors, community leaders, government agencies, media representatives, and other external stakeholders to support the organization's mission and long-term sustainability.

This position has a critical role, particularly at this time. It will oversee the completion and rollout of strategic rebranding effort and will play an essential role as TEXSAR is already looking to its 25<sup>th</sup> anniversary in 2029 to be a milestone year. Significant developments are underway for TEXSAR including tremendous growth in size and scope, creation of TEXSAR Training Institute, establishment of its first-ever central office and much more. Clear, compelling communications will be key in this upcoming phase of TEXSAR transformation.

Reporting to the Chief Advancement Officer, the Director of Communications and External Relations develops and implements comprehensive strategies that increase community engagement, enhance public awareness, and elevate the organization's impact.

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## **Key Responsibilities and Approximate Time Commitment**

### **Strategic Leadership (15%)**

- Develop and execute a comprehensive external relations strategy that aligns with organizational goals and priorities.
- Support the leadership team, contributing to organizational planning and decision-making.
- Identify opportunities to expand the organization's visibility, influence, and stakeholder engagement.
- Establish annual goals, performance metrics, and reporting processes for external relations activities.
- Develop a comprehensive, four-year communications strategy to maximize the potential of the 25th anniversary.

### **Fundraising and Development (10%)**

- Plan, organize, and oversee fundraising events, with an emphasis on both fundraising and relationship development, specifically the annual Clay Shoot and Search Party gala events.
- Support established strategies to increase philanthropic support from individuals, corporations, foundations, and community partners.
- Collaborate with organizational leadership and board members on development and fundraising activities, particularly related to events and other sponsorships.
- Manage sponsorship acquisition for special events, in collaboration with the Development Office.

### **Partnership and Community Engagement (25%)**

- Identify, develop, and maintain relationships with key external stakeholders, including community organizations, corporations, government entities, educational institutions.
- Represent the organization at community meetings, conferences, public events, and networking opportunities, and work with the volunteer coordinator for appropriate utilization of members as ambassadors at events, etc.
- Create strategic partnerships that advance programmatic goals and increase organizational capacity.
- Strengthen community awareness and support through outreach initiatives and relationship-building efforts.
- Create a monthly external newsletter (TEXSAR Dispatch) and monthly internal newsletter for members.

## Communications and Public Relations (30%)

- Lead the development and execution of the organization's communications and public relations strategy.
- Serve as a primary point of contact for media inquiries and external communications.
- Develop messaging that clearly communicates the organization's mission, impact, and strategic priorities.
- Draft and oversee press releases, public statements, newsletters, annual reports, and other external communications.
- Manage crisis communication efforts in partnership with organizational leadership when necessary.
- Monitor media coverage and identify opportunities for positive visibility.
- Integrate TEXSAR stories through various channels, appropriate to the purpose, e.g., inform, engage or inspire a response to a call to action.

## Digital Marketing and Social Media (15%)

- Oversee the organization's social media strategy and digital presence.
- Develop engaging content that enhances awareness, donor engagement, and community participation.
- Ensure consistent brand identity and messaging across all communication platforms.
- Analyze digital engagement metrics and adjust strategies to improve performance.
- Supervise content development for websites, email marketing campaigns, and social media platforms.

## Team Leadership and Management (5%)

- Lead, mentor, and develop external relations, communications, and development staff.
  - Manage departmental budgets and resources effectively.
  - Foster a culture of collaboration, accountability, innovation, and continuous improvement.
  - Coordinate the efforts of staff, volunteers, consultants, and vendors supporting communications initiatives.
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## Qualifications

### Required

- Bachelor's degree in Communications, Public Relations, Marketing, Nonprofit Management, Business Administration, or a related field, or equivalent experience.

- Seven to ten years of progressively responsible experience in fundraising, communications, public relations, development, external affairs, or nonprofit leadership.
- Demonstrated success in planning and executing fundraising events.
- Experience building relationships with corporate sponsors, community partners, and stakeholders.
- Exceptional written, verbal, and presentation communication skills, including the ability to share stories with authenticity and passion.
- Experience managing social media, digital communications, and media relations activities.
- Proven leadership and team management experience.
- Strong organizational and project management skills with the ability to manage multiple priorities simultaneously.

### Preferred

- Experience working with nonprofit boards and volunteer leadership.
  - Experience with donor management and CRM systems.
  - Knowledge of grant development and foundation relations.
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### Core Competencies

- Strategic Relationship Management
  - Fundraising and Resource Development
  - Public Relations and Media Engagement
  - Community Outreach and Partnership Development
  - Communications and Storytelling
  - Public Speaking Skills
  - Leadership and Team Development
  - Event Planning and Execution
  - Stakeholder Engagement
  - Brand Management
  - Analytical and Data-Driven Decision Making
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### Success Measures

The Director of Communications and External Relations will be evaluated on:

- Growth in sponsorship support.
- Successful execution of fundraising and community engagement events.

- Expansion and retention of strategic partnerships with complementary organizations, businesses and associations.
  - Increased brand awareness and media visibility.
  - Growth in social media engagement and digital outreach.
  - Achievement of annual external relations goals and objectives.
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## **Working Conditions & Physical Requirements**

This is an in-office position with potential for hybrid based primarily out of TEXSAR's office in the San Marcos, TX area, with occasional travel within Central Texas required for events, donor meetings, and organizational activities. Occasional travel to events and conferences outside of Central Texas. Some evening and weekend work is required to support fundraising events and time-sensitive communications. Reasonable accommodations can be provided to enable individuals with disabilities to perform the essential functions of this role.

## **Compensation and Benefits**

TEXSAR offers a competitive salary commensurate with experience, along with a benefits package to be outlined by Human Resources (e.g., health insurance, dental insurance, vision insurance, paid time off, and retirement contributions where applicable).

## **Equal Opportunity Statement**

TEXSAR is an Equal Opportunity Employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or any other status protected by applicable law.

## **Position Acknowledgment**

This job description describes the general nature and level of work performed in this position. It is not intended to be an exhaustive list of all duties, responsibilities, and qualifications. The incumbent may be required to perform other related duties and responsibilities as assigned. TEXSAR reserves the right to modify, add, or remove duties and responsibilities as needed. This job description does not constitute a contract for employment and employment remains at-will.