



Texans for Safe and Drug-Free Youth

Job Description: Public Relations and Digital Marketing Coordinator

Organizational Overview:

Texans for Safe and Drug-Free Youth (TxSDY), located in Austin, TX, is the statewide nonprofit committed to putting an end to youth alcohol, tobacco, and other drug use. We use collective impact and civic engagement strategies to build capacity for communities to advance public policy through advocacy and effective prevention strategies. We are a leader in advancing evidence-based strategies that result in large scale community change that prevent youth from beginning deadly habits. We do this work in partnership with local coalitions, colleges, state agencies, stakeholders, and other organizations with similar goals. TxSDY is a leader in the prevention field, known for our hard work, advocacy, and reliable, quality resources. Our team is passionate about the cause, expected to work hard, and operates in a highly collaborative manner that includes effective and ongoing communication.

Position Overview:

The Public Relations and Digital Marketing Coordinator will be responsible for managing TxSDY's social media, website, traditional media, communications to statewide partners, outreach, and public events. The position supports special projects of TxSDY and staff as they arise. The Public Relations and Digital Marketing Coordinator will work closely with staff to create infographics, reports, fact sheets, and other materials to advance organizational goals and strategies. The position requires motivation to do work that is consistently of the highest quality and the ability to deal calmly and effectively with a wide range of personalities and circumstances. The Public Relations and Digital Marketing Coordinator's work is essential to the success of TxSDY's goals. This work serves as our organizational through-line - connecting data to strategies, to community engagement, and to action in order to achieve positive prevention outcomes and results. The position works in a team environment and manages multiple tasks simultaneously, sometimes under tight deadlines. The successful candidate will enjoy working in a fast-paced and evolving environment while providing support to others. The successful candidate will also demonstrate strong attention to detail, excellent writing skills, have an eye for design, and the ability to tell compelling stories.

We are looking for someone who:

- Thinks about short term in relation to long term goals and the big picture
- Has attention to detail
- Is creative and enjoys having a lot of variety in their job
- Has managed an event and outreach calendar
- Is relational while holding others accountable and meeting deadlines

- Has worked in public policy, public health, community organizing, or political campaigns
- Doesn't mind tackling a task first
- Is agile and able to use adaptive thinking
- Strives for excellence and achieves high quality products and outcomes

Essential Job Duties:

- Manage website, analytics, digital content, advertising, social media, and traditional media
- Monitor and report on media metrics, news, media mentions, and industry trends
- Brand management
- Highly skilled at using graphic design platforms, such as Canva
- Maintain a media calendar, including social media content and in person events
- Adapt to ever-changing technological landscape and media platforms
- Increase social media engagement and followers
- Create infographics, reports, fact sheets, and other public facing materials
- Establish and maintain relationships with contractors, stakeholders, and vendors
- Track record of executing traditional media projects, e.g., press releases, editorials and press conferences
- Coordinate outreach events and activities; respond to public inquiries
- Maintain event schedule
- Serve as a strategic thinker and work independently
- Collaborate with TxSDY colleagues and help them achieve their goals
- Amplify TxSDY's work, ensuring messages reach target audiences and resonate with them
- Collaborate with partner agencies and help them advance media related strategic goals
- Develop and/or serve as lead for material development; ensure materials are prepared for trainings, meetings, and events
- Strive to be a highly effective prevention advocate; encourage and support others to do the same
- Have fun while achieving outcomes
- Other duties as assigned to carry out the goals and mission of the organization

Required experience and skills:

- Bachelor's degree in political science, social/behavioral science, public health, communications, or equivalent work experience
- Track record in working successfully with social media, websites, and traditional media
- Minimum of three years of one or more of the following:
 - Website management
 - Social media content creation and account management
 - Communications

- Event/Agency marketing planning and execution
- Ability to simultaneously manage multiple, complex projects in varying stages of development under time constraints
- Strong organizational skills and task efficiency
- Knowledge of principles and practices of social media and traditional media content creation
- Ability and comfort using technology (e.g. Zoom, PowerPoint, Basecamp, Wordpress, Various Social Media Accounts) to achieve goals
- Exceptional oral and written communication skills
- Exceptional ability to foster relationships and build powerful partnerships
- Ability to travel overnight on a regular basis
- Must have a cell phone, driver's license, personal vehicle with applicable insurance
- Must be able to lift 30 pounds
- Small non-profit experience is highly preferred
- Commitment to organizational mission and ideology in order to effectively promote and advance the goals of our organization

Things to Consider:

- This position reports to the Director of Programs
- Salary: \$48,000-\$53,000 annually, dependent on experience; plus health and retirement benefits.
- Hours: full-time exempt position; some nights and weekends. Travel required.
- Location: It is not necessary for the selected candidate to live in the Austin area. However, the selected candidate will be expected to travel to our Austin office for in-person meetings and work time.

To Apply:

- Please send a cover letter and resume to jobs@TxSDY.org. Your cover letter should share how you will inspire others, your direct experience related to the position, and what you will add to our existing team.

We believe in a community where its members and corporate citizens share accountability for preventing youth substance use. We believe diversity and inclusion are key drivers of creativity and innovation. We welcome candidates who share our beliefs to apply for any role within our organization.