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Organization Name: Fort Bend Family Promise (FBFP)

Job Title: Digital Marketing & Communications Associate

Reporting Structure: Reports to the Executive Director

Benefits: Selection of medical/health, dental, vision, short/long-term disability, etc.

The Digital Marketing & Communications Associate will work on-site at each address or location listed below, as do all of FBFP's employees.

- 4645 Cartwright Missouri City Texas 77459
- 1002 Wilson Rd Rosenberg, Texas 77471

Salary: Starting at \$15/hr., Full-Time (FT) based on experience/educational background

JOB ROLE

Fort Bend Family Promise (FBFP), a fast-paced, results-oriented local nonprofit organization working to overcome students and their family members who are interfacing with homelessness through family education & empowerment, providing temporary shelter and establishing long-term sustainable housing plans.

FBFP is seeking a Digital Marketing & Communications Associate to develop and execute communications activities to advance FBFP's policy, practical assistance, and organizational goals. FBFP is committed to developing a diverse and dynamic team and committed to developing a diverse, collegial and dynamic team. The candidate has many opportunities to use their skills, learn, and grow professionally.

Job Responsibilities

The Digital Marketing & Communications Associate is responsible for, but not limited to, the following:

DIGITAL MARKETING

- Implement, optimize, and evaluate marketing campaigns
- Perform data analysis around web traffic and other key metrics
- Support in proactively identifying role of digital marketing to amplify and support organization's advocacy and narrative change efforts, and coordination with relevant FBFP team members to do so

EARNED MEDIA

- Proactively identifying opportunities for earned media pitching
- Development of op-eds, Letters to the Editor, pitches, etc.
- Maintain press room and track all media coverage
- Develop and maintain media lists for pitching

SOCIAL MEDIA

- Create and schedule content (graphics, videos, infographics) for FBFP owned social channels (Facebook, Twitter, Instagram, LinkedIn, YouTube, etc)
- Monitoring and responding to followers/audience
- Optimizing posts according to engagement/metrics

WEBSITE MANAGEMENT

- Regular website updates and misc. troubleshooting
- Management of additional SHC-owned websites:
- [Education Leads Home](#)
- [Help Homeless Kids Now](#)

PUBLICATIONS AND GRASSROOTS COMMUNICATION

- Support development of Year-In-Review Report
- Miscellaneous support in formatting and putting together reports

DESIGN

- Development of graphics for social media, email marketing, and website
- Design of reports, PowerPoints, flyers/posters, and resources

EVENTS

- Zoom registration and backend set-up for webinars
- Amplification of Zoom events, including:
- Creation of graphics
- E-blast development
- Social media amplification
- Eventbrite set up, when needed
- Post-event survey development
- Identifying opportunities for exhibiting and supporting exhibits

EMAIL MARKETING

- Edit, format, coordinate materials, proofing, and scheduling
- Day-to-day implementation of CRM (EveryAction) transition, eventual management

ADMINISTRATIVE

- Management of state coordinator / liaison contact list
- Providing backend support for online course modules
- Providing backend support for headstart app if needed

QUALIFICATIONS AND REQUIREMENTS

The Digital Marketing & Communications Associate must have the ability to work independently, diligently, and efficiently. This person should exemplify each of FBFP's core competencies: being a strong communicator, a team player, exceptionally organized, and self-directed.

Specific required qualifications include:

Bachelor's degree in communications, non-profit management, graphic design, marketing, business or related field preferred.

✓ At least two years of experience working in a role with similar responsibilities

- ✓ Experience with Google Suites and Canva (or other design programs)
- ✓ Experience with Google Ads and Google Analytics preferred
- ✓ Experience managing websites, digital marketing, email platforms, and social media accounts
- ✓ Proven project management skills
- ✓ Demonstrated commitment to SHC's mission and [SHC's advocacy principles](#).
- ✓ A high level of attention to detail, accuracy, and thoroughness.
- ✓ A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently.
- ✓ A demonstrated ability to handle a heavy workload, and achieve results, even in the face of obstacles, while displaying high standards of excellence and integrity.
- ✓ The ability to work independently and take initiative, while ensuring alignment and thriving as a collegial member of a small but mighty team.

HOW TO APPLY

To apply, please submit the following materials to VLJohnson.FBFamilyPromise@gmail.com with the subject line "Digital Marketing & Communications Associate". Applications will be reviewed on a rolling basis until a successful candidate is identified.

Please send:

1. A cover letter specifically to the duties and qualifications of this position.
2. A current resume highlighting experience relevant to this position.
3. At least one writing sample. This could include press releases, social media posts, articles, or newsletters.
Note: Please do not submit school research papers as writing samples.
4. At least one design sample. This could include social media designs, reports, graphics, or web pages.
5. At least two references.

Physical and Emotional Demands: This position may require lifting/carrying (20-30 lbs.), walking, stair climbing, sitting, and standing, driving, and prolonged visual concentration. Working in an environment with families in a situation of homelessness requires mental and emotional fortitude, adequate self-care, and awareness of surroundings.

I, _____ (Name of Employee) acknowledge I have received a copy of my job description and the opportunity to ask questions to my supervisor to gain clarifications of my duties on (date).

Staff Printed Name	Staff Signature/Date
HR & Finance Manager Printed Name	HR & Finance Manager Signature/Date
Executive Director Printed Name	Executive Director Signature/Date