



Voices for Children, Inc. Job Description

Job Title: Marketing and Communications Specialist

Classification: Exempt, Full Time

Reports to: Development Director

Qualifications: A minimum of two years of related experience and a bachelor's degree in marketing, event management, business, communications, or a related field is required. Must be organized, detail-oriented, efficient, creative, and resourceful, with the ability to manage multiple projects simultaneously, anticipate needs, set priorities, and meet deadlines independently. Flexibility to work occasional evenings and weekends is also necessary. Excellent written and verbal skills with the ability to communicate effectively with staff, volunteers, sponsors, vendors, and potential donors are a must. Must be very comfortable with public speaking, interacting with media, and engaging with donors. Preference will be given to individuals who are proficient in Google Suite, Canva, event management software, and social media platforms.

Summary of Job Responsibilities:

Social Media and Communications

- Create a monthly social media calendar
- Coordinate with VFC staff to create original content that includes mission driven messaging, fundraising/profit shares, recruitment initiatives and “fun” community engagement
- Create and Publish a Monthly Newsletter by the 10th of each month
- Create social media posts and other relevant communications to ensure the success of the Brazos Valley Gives campaign

Networking & Community Events

- Attend networking events on behalf of VFC
- Table community events with support from other staff or volunteers
- Speak at community events on behalf of VFC

Donor Relations and Stewardship

- Work with the Development Director on Annual Fund Communications
- Maintain the donor database, prepare monthly donor reports and find unique and interesting ways to recognize and thank donors
- Create donor communications as needed including e-newsletters, complete appropriate sections of VFC's annual report, and related correspondence
- Plan and execute the yearly Honoree Event

Event Planning & Management

- Plan and manage fundraising events, including budgets, timelines, marketing, and logistics.
- Cultivate sponsors, donors, and community partners to secure funding and support.

- Lead volunteer committees and manage event-day volunteers and operations.
- Coordinate event promotion, materials, and social media with the Development team.
- Maintain accurate event and donor data; handle post-event evaluations and financial reporting.
- Support overall fund development efforts and maintain relationships with key stakeholders.

Other:

- Attend required trainings as directed by the Executive Director
- Attend community and networking events to build relationships, stay current on sector trends, and explore new opportunities for collaboration with local businesses and corporate sponsors.
- Assist with strategic planning sessions and staff retreats as needed
- Other duties as requested by the Development Director and Executive Director

Physical Requirements and Work Environment

The Marketing and Communications Specialist will be expected to have reliable, daily transportation to meet with volunteers and coordinate events. Must be able to stand and/or walk for extended periods during event setup, execution, and breakdown. Ability to lift and carry event materials and equipment weighing up to 40 pounds. Frequent bending, lifting, reaching, and crouching may be required during event setup or teardown. Ability to work in varying indoor and outdoor environments, including exposure to inclement weather. This position requires a flexible schedule as events may occur in the evenings or on weekends. Additionally, it is anticipated that the person may spend several hours each day seated at a PC when in the office. Reasonable accommodations may be made to enable a person with physical disabilities to perform the job. Because we are a dynamic and changing organization, responsibilities and duties included in this job description are subject to modification as the needs of the organization change. This position is not remote.

Employee Signature

Date