

**Amarillo Area Foundation
The Don and Sybil Harrington Foundation
Job Description
Marketing & Communications Manager**

Summary

The Marketing & Communications Manager manages day-to-day marketing and communications that increase awareness of the Foundations, communicate their impact, and encourage participation in their programs and philanthropic initiatives. The Senior Director of Operations and Communications establishes the vision, strategic direction, and priorities. The Manager translates that direction into campaigns, content, and daily activities and independently manages routine communications within approved plans, budgets, and brand standards. The role emphasizes strong writing, campaign execution, and project management, supported by in-house visual content production and outside creative vendors. Event responsibilities focus primarily on marketing and communications, with limited logistical support.

General Responsibilities

Marketing Planning and Campaign Management

1. Translate the Senior Director's strategic direction into an annual implementation plan and content calendar for review and approval. Use weekly priority check-ins to confirm timelines, production needs, and workload.
2. Manage and execute marketing campaigns for Foundation programs, giving initiatives, grant and scholarship opportunities, and The Panhandle Gives. Independently prepare and publish routine communications within approved plans and brand standards. Obtain the Senior Director's approval for major campaign plans, sensitive messaging, and significant budget changes.
3. Coordinate campaign timelines, deliverables, and promotional materials with program staff and external partners.
4. Manage assigned marketing expenditures, recommend budget priorities, and coordinate designers, printers, photographers, and other creative vendors.

Content Creation and Brand Management

5. Write, edit, and produce engaging content for email campaigns, newsletters, social media, websites, print materials, and other marketing channels.
6. Collaborate with staff, donors, nonprofit partners, and community members to gather impact stories, testimonials, photographs, and program updates.
7. Create and adapt basic graphics, photographs, and other visual content using established templates and brand standards. Coordinate outside designers, photographers, and other specialists for advanced creative work within approved budgets.
8. Plan and create basic video content, including interviews, program highlights, and short videos for social media. Record and edit footage, add captions, and coordinate outside production support for more complex projects within approved budgets.
9. Maintain consistent messaging, visual identity, and quality across Foundation materials, including the brands of individual programs and campaigns.

Digital Marketing and Website Management

10. Implement social media plans aligned with the approved strategy, including publishing, audience engagement, and performance tracking.
11. Develop and distribute email marketing campaigns, maintaining accurate audience lists and coordinating targeted communications.
12. Maintain timely, accurate website content and coordinate technical updates with staff and website vendors.
13. Apply accessibility practices and improve the usability and effectiveness of digital content.

Performance Measurement and Improvement

14. Track campaign results, website traffic, social media engagement, email performance, and other relevant measures.
15. Provide regular reports and recommendations to the Senior Director, using results to improve marketing decisions.
16. Stay informed about nonprofit marketing practices and recommend appropriate tools and approaches.

Event Marketing and Limited Support

17. Lead marketing and promotion for Foundation events, workshops, webinars, and community programs.
18. Provide limited logistical support for selected major Foundation events, with the scope and time commitment agreed upon with the Senior Director in advance and balanced against marketing priorities. The designated staff lead for each event retains responsibility for overall event planning and logistics.
19. Coordinate event signage, promotional materials, photography, and related communications.

Organizational Responsibilities

1. Support the mission, vision, and philosophy of the Amarillo Area Foundation and The Don and Sybil Harrington Foundation, and comply with organizational policies and procedures.
2. Perform work accurately and on time, demonstrate initiative, and identify opportunities for improvement.
3. Protect confidential Foundation, donor, and partner information.
4. Communicate effectively and collaborate with colleagues, community partners, and external vendors.
5. Demonstrate a commitment to philanthropy and to working with a diverse population; support equity, diversity, and inclusion in the workplace and through the Foundations' work.
6. Promote the Foundation's core values of integrity, respect, collaboration, and innovation.

Minimum Requirements

Education

Bachelor's degree in marketing, communications, public relations, or a related field, or an equivalent combination of relevant education, training, and professional experience.

Skills and Experience

1. Three to five years of relevant marketing and communications experience, or an equivalent demonstrated record of independently delivering campaigns, creating content, and managing digital marketing channels.
2. Strong writing, editing, verbal communication, and interpersonal skills.
3. Ability to independently manage projects from agreed priorities through completion, exercise sound judgment, meet deadlines, and coordinate work across teams.
4. Working knowledge of social media platforms, email marketing software, website content management systems, and marketing analytics.
5. Working ability to create and adapt basic visual content using design tools and established templates while maintaining brand standards.
6. Working knowledge of basic video storytelling and production, including recording clear audio and usable footage, simple editing, captions, and formats suited to websites and social media. Ability to identify projects requiring outside production support.
7. Sound judgment, creative problem solving, adaptability, and attention to detail.
8. Proficiency with office productivity tools and the ability to manage assigned budgets.
9. Commitment to the nonprofit sector, professionalism, integrity, and confidentiality.
10. A valid Texas driver's license is required.

Preferred Skills and Experience

1. Familiarity with Adobe tools, such as InDesign, Illustrator, Photoshop, or Premiere Pro.
2. Experience with email marketing platforms like Constant Contact and website content management systems such as WordPress.
3. Experience in nonprofit marketing, fundraising campaigns, or community engagement.
4. Hands-on experience recording and editing video, particularly interviews and short content for social media.

Compensation and Benefits

Salary Range: \$65,000 - \$82,000 annually

The Amarillo Area Foundation offers a competitive compensation and benefits package designed to attract and retain exceptional professionals committed to philanthropic impact and financial stewardship.

Starting compensation will be commensurate with relevant experience, skills, qualifications, and demonstrated ability to perform the responsibilities of the role.

In addition to base salary, the Foundation offers a comprehensive benefits package, including health insurance, retirement benefits, paid time off, and professional development opportunities.