Position: Marketing and Communications Manager
Department/Program: Fund Development
Supervisor: Senior Director of Development and Marketing
Location: Dallas, TX 75243
Hours: Monday – Friday, 9:00 AM – 5:00 PM
Type: Full-time, 40 hours/week
Classification: Non-Exempt
Funding Status: Grant-funded position
Union Status: This position operates within a unionized environment and supports employees covered by a collective bargaining agreement (CBA). This position itself is not represented but is equired to adhere to the terms, conditions, and procedures outlined in the applicable collective bargaining agreement.

Job Summary
The Marketing & Communications Manager is responsible for developing and executing marketing and communications strategies that strengthen Mosaic's visibility, communicate our mission, engage supporters, and build awareness of the services we provide to survivors of domestic violence and human trafficking and refugee families.

This position will play an important role in advancing Mosaic's Strategic Plan by strengthening the organization's visibility, community engagement, and communications efforts. The Marketing & Communications Manager will oversee content across digital and print channels, including social media, email marketing, website content, newsletters, campaigns, promotional materials, and public relations. The position will work closely with the Fund Development team and other departments to develop compelling, consistent messaging that supports fundraising, community engagement, events, and organizational priorities.

The successful candidate will thrive in a multicultural environment and bring strong storytelling, strategic communications, project management, and relationship-building skills to the role.

Essential Functions and Responsibilities
Marketing and Communications Strategy
- Develops and executes an annual marketing and communications plan aligned with Mosaic's strategic priorities, fundraising goals, programs, and community engagement efforts.
- Manages day-to-day marketing operations and ensures communications are timely, accurate, consistent, and aligned with Mosaic's brand.
- Develops messaging and content strategies for fundraising campaigns, awareness initiatives, and special events.
- Monitors marketing and communications trends and identifies opportunities to increase Mosaic's reach and engagement.
- Tracks and reports on marketing performance, including website traffic, email engagement, social media performance, campaign results, and other relevant metrics.
- Helps maintain and improve Mosaic's brand guidelines and communications resources.
- Supervises the Community Engagement Coordinator.

Content and Storytelling
- Develops and edits compelling content for social media, email campaigns, newsletters, website pages, blog posts, print materials, fundraising appeals, event promotions, annual reports, and other communications.
- Identifies and develops client and program stories that thoughtfully demonstrate Mosaic's impact while protecting client privacy, confidentiality, and dignity.

- Collaborates with program staff to gather information, stories, statistics, and other content that communicates Mosaic's work effectively.
- Creates and manages digital and print marketing materials, including advertisements, social graphics, event materials, presentations, brochures, and promotional pieces.
- Coordinates with external vendors, printers, publications, photographers, designers, and other marketing partners as needed.
- Develops photography, video, and other visual content for marketing and communications purposes.
- Coordinates the organization's marketing calendar and ensure content is planned and distributed consistently.

Public Relations and Media

- Develops and distributes press releases and other public relations materials.
- Builds and maintains relationships with local journalists and media outlets.
- Identifies opportunities for Mosaic staff and leadership to participate in interviews, speaking engagements, community features, and other media opportunities.
- Researches relevant news, community trends, and issues affecting Mosaic's programs and the communities we serve.
- Serves as the primary point of contact for any external public relations firm, coordinating communications, priorities, deliverables, and organizational needs.

Qualifications and Skills

Required

- Bachelor's degree in marketing, communications, public relations, advertising, journalism, or related fields.
- **Minimum of 3-5 years of professional experience in marketing, communications, public relations, or a related field**.
- Experience developing and executing marketing campaigns and communications strategies.
- Excellent writing, editing, proofreading, and storytelling skills.
- Strong understanding of digital marketing, social media, email marketing, content marketing, and public relations.
- Experience managing social media platforms and digital communications tools.
- Experience with website content management systems and email marketing platforms such as Mailchimp or similar systems.
- Experience using analytics and reporting tools to measure marketing and communications performance.
- Strong graphic design skills and proficiency with Adobe Creative Suite, Canva, or comparable design software.
- Experience with basic video production and editing.
- Strong project management, organizational, and time management skills.
- Ability to manage multiple projects independently, prioritize competing deadlines, and follow projects through to completion.
- Excellent interpersonal and communication skills, with the ability to collaborate effectively across departments and with external partners.
- Strong attention to detail and commitment to accuracy and consistency.
- Flexibility in schedule with the ability to attend events after work hours or on weekends.
- Proficiency in Microsoft Office, including Word, Excel, and PowerPoint.
- Ability to represent Mosaic Family Services professionally with donors, media, community partners, volunteers, and members of the public.
- Commitment to Mosaic Family Services' mission and to strengthen the North Texas community.

Preferred

- Nonprofit experience is strongly preferred.

Core Competencies

- Commitment to Mosaic's mission and values
- Strong, clear, and concise written and communication skills
- Strong analytical and critical thinking skills

- Strong project management skills and organizational skills
- Adherence to confidentiality, ethical standards and judgment
- Relationship management

Work Environment

- Primarily office-based work environment with shared space
- Prolonged work in front of a computer at a desk
- Collaborative work in a unionized work environment

Salary & Benefits: $56,000.00 annually

- Health Insurance (employer supplemented)
- Life and AD&D insurance (employer paid)
- Dental, vision, and supplemental insurance options
- Paid Time Off, Holidays, and Parental Leave
- Retirement matching
- Employee Assistance Plan (EAP)
- Employee discount program

About Mosaic Family Services

We support, educate, and empower the multicultural individuals and families of North Texas. We are dedicated to serving survivors of human rights abuses from around the world and within our community. We create access to opportunities for our clients, empowering them toward independence. We hope to equip future leaders with the skills to impact their own diverse communities for a stronger, more vibrant North Texas. We believe dignity is a human right. We believe that freedom is a human right. We believe that justice is a human right.

Mosaic Family Services is an Equal Opportunity Employer. We are committed to providing equal employment opportunities to all employees and applicants and do not discriminate on the basis of race, color, religion, sex, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, veteran status, marital status, or any other characteristic protected by applicable federal, state, or local laws.

To apply for this position, please send a cover letter and resume to hr@mosaicservices.org.