



**Marketing Coordinator
JOB DESCRIPTION**

Position:	Marketing Coordinator
Reports to:	Senior Director of Marketing and Communication
Position Type:	Full-time, exempt
Schedule:	9:00 am-5:00 pm, with flexibility for evening/weekend hours as needed
Travel:	Up to 10%
Compensation:	\$60,000 - \$65,000 depending on experience
Benefits:	Employer-paid medical, dental, vision, short- and long-term disability, and life insurance; retirement plan with 3% employer match; 12 weeks paid parental leave; 15 paid holidays and 18 PTO days during the first year of employment.
Location/ Geographic Responsibility	Preferably in Dallas, San Antonio, or Austin, with statewide responsibility.

Background

Effective August 1, 2022, the Texas Campaign to Prevent Teen Pregnancy (statewide), Ntarrupt North Texas Alliance to Reduce Unintended Pregnancy in Teens (Dallas), and Healthy Futures of Texas (San Antonio) have merged to improve the well-being of young Texans through equitable access to sexual health education and resources.

Who We Are

Healthy Futures is a statewide, nonpartisan, nonprofit organization whose mission is to improve the well-being of young Texans through equitable access to sexual health education, resources and services.

Be a part of the team working to ensure that **all** of our communities' teens have access to sexual health information and reproductive health services. Working together, close to the community, with a passionate, committed, and talented team, you will be able to see the immediate, tangible impact of your work.

We know that diversity makes us stronger and challenges us to think differently every day. We are an equal opportunity employer and seek individuals of all backgrounds, gender identities, and sexual orientations to apply to this position.

Equity Statement

Given the intersectionality of systemic racism and reproductive health, we will center racial equity in all aspects of our programs and operations, as evidenced by inclusion of equity in our mission/vision/values; staff job descriptions; board recruitment and training; communications and messaging; and policy priorities. The newly combined organization will be an equal opportunity employer and encourages candidates from diverse backgrounds and identities to apply.

Overview

The Marketing Coordinator will play a pivotal role in designing, coordinating, and executing our marketing strategies, to reach the organization's diverse target audiences, including youth, families, educators, healthcare providers, and policymakers at all levels (local/state/national). This individual will collaborate with cross-functional teams, contributing to the development and implementation of various marketing initiatives.

Roles and Responsibilities

- Co-create effective strategies aimed at expanding brand recognition and engaging different target audiences
- Coordinate the development and execution of marketing campaigns, meticulously monitoring and analyzing their outcomes for continuous improvement
- Contribute to the organization and maintenance of our marketing calendar, ensuring a cohesive and timely approach to all initiatives
- Work closely with our external PR agency to align messaging and maximize the impact of our marketing efforts across all channels
- Craft and distribute compelling internal and external newsletters, as well as other email marketing content, to foster meaningful connections with our supporters
- Develop captivating promotional materials that effectively communicate the essence of our events and programs, driving attendance and participation
- Collaborate seamlessly with the Development department to craft compelling communication and marketing materials for fundraising initiatives, and with the Outreach team for training events
- Take charge of managing the HFTX blog, spearheading content creation efforts to deliver insightful and relevant articles to our community
- Stay informed about emerging market trends and implement best practices to ensure our marketing efforts remain cutting-edge and effective
- Undertake additional communication and marketing responsibilities as assigned by the Senior Director of Communications and Marketing, showcasing your flexibility and commitment to the organization's success

Minimum Qualifications

- Bachelor's degree in Marketing, Communications, or a related field



**healthy
futures
OF TEXAS**

Advancing informed
sexual health decisions

- Exceptional writing and editing skills, including the ability to synthesize and clearly articulate information for various audiences
- Demonstrated critical thinking skills and strong problem-solving skills
- Ability to work collaboratively in a fast-paced environment
- Ability to work under pressure and meet strict deadlines.
- Bilingual in English/Spanish is preferred

Preferred Qualifications

- Basic graphic design experience
- Excellent presentation skills
- 3-5 years of relevant work experience

Application Instructions

Please email a cover letter describing interest and qualifications, a résumé, salary history, and a list of 3 professional references to careers@healthyfutures-tx.org. The position will remain open until filled.

Healthy Futures of Texas is committed to actualizing a world, as much as it is in our power to affect, where race and/or other systems that place the value of a human life, people group, or culture within are not determinants for human rights and/or flourishing. We are committed to reflecting this belief in our work towards an equitable world by centralizing and submitting to the imagination, organization, and administration of ideas and strategies of the marginalized, oppressed, and silenced.

Healthy Futures of Texas does not and will not discriminate on the basis of race, color, religion (creed), gender, gender expression, age, national origin (ancestry), disability, marital status, veteran status, sexual orientation, or military status, in any of its activities or operations. These activities include, but are not limited to hiring and firing of staff, selection of volunteers and vendors, and provision of services. We are committed to providing an inclusive and welcoming environment for all members of our staff, clients, volunteers, subcontractors, vendors, and clients.