



3005 S. Lamar Blvd, Suite D-447, Austin, TX 78704
PH: 512.584.8272

Job Title: DIGITAL DIRECTOR
Reports to: VP OF COMMUNICATIONS
Job-Type: FULL TIME, EXEMPT EMPLOYEE
Hours: TYPICALLY, MONDAY-FRIDAY, 9AM TO 5PM

The Texas Public Charter Schools Association is the voice of public charter schools in Texas. We're on a mission to ensure every family has the ability to choose a high-quality public school by supporting and advocating for public charter schools. We work closely with our sister organization, Charter Schools Now.

A. Job Summary

The Digital Director will help create and then execute a digital engagement strategy to move the narrative about Texas public charter schools in a positive direction. This role will be focused on the day-to-day management of our digital platforms, including marketing systems and social media channels; website management; coordinating and maintaining digital assets; and ensuring that TPCSA is effectively monitoring the effectiveness of our digital efforts, including email, grassroots advocacy, fundraising, and social media engagement.

We're looking for candidates who have a passion for digital marketing, social media, online engagement, and analytics—and who want to help more Texas students access the education that's right for them. Creativity, outstanding writing skills, and a commitment to the mission are all required for this role. Candidates should have three or more years of experience in digital, preferably in a nonpartisan, nonprofit or advocacy organization.

B. Essential Job Functions

- Work with the Communications team to develop, manage, and track outcomes of our digital communications strategies, as well as ensure that our strategies align with our organizational goals, including all email campaigns, social media channels, website properties, and additional digital channels.
- Manage and develop TPCSA's digital assets, including videos, graphic design, and other digital products.
- Manage TPCSA's website, including making content updates, tracking analytics, working with website vendor as needed, etc.
- Run TPCSA's social media channels including Facebook, Instagram, and Twitter. Plan and schedule content and track key metrics for success against campaign goals, strategic objectives, and grant

requirements.

- Respond to online inquiries from online supporters.
- Oversee rapid response needs on social media platforms, flagging issues that arise from the team and helping coordinate a response.
- Support the communications team by helping conduct advocacy campaigns, including grassroots activation, that align with TPCSA priorities.
- Help grow supporter lists.
- Generate metrics reports and provide regular analysis on how best to optimize and improve digital campaigns.
- Help implement digital strategies across c3 and c4 contexts, including issue-based campaigns and accountability for elected officials.

C. Expectations

This is a full-time, exempt position. Employees are generally expected to work a 40-hour work week, with an understanding that occasionally there will be times when 50 or more hours a week may be required in order to complete projects.

D. Qualifications

- At least 3 years of experience in digital marketing
- Strong belief in the mission of public charter schools
- Experience with at least one CRM tool—preferably Salsa
- CRM, HTML and Photoshop experience preferred
- Demonstrated proficiency with Excel, HTML and digital tools.
- Knowledge of executing paid social media campaigns
- Strong project management skills
- Ability to learn quickly and take on responsibility
- Ability to juggle multiple projects with a strong attention to detail
- Strong detail orientation and organizational skills a must
- Excellent written and in-person communications skills

E. Benefits

- Competitive Salary (actual salary is dependent on qualifications)
- Health Insurance, including medical, dental, vision, and life insurance
- Paid holidays and PTO
- Matching Plan for 401(k) contributions

F. Disclaimer

This job description is not an employment agreement or contract. Nor is it an exhaustive list of all functions that the employee may be required to perform, and the employee may be required to perform additional functions. TPCSA reserves the exclusive right to revise the job description at any time without notice. Employment with TPCSA is at-will. An at-will employment relationship can be terminated at any time with or without reason or notice by either the employer or employee. This at-will relationship exists regardless of any statements made to the contrary. The employee must be able to perform the essential functions of the position satisfactorily, with or without accommodations. If requested, reasonable accommodations may be made to enable employees with disabilities to perform the essential functions of their job, absent undue hardship.

G. Instructions for Application

Qualified candidates should submit the following application materials in one PDF document:

- Resume describing your relevant experience and education
- Cover letter expressing your interest in this job and detailing how you embody TPCSA's core values of optimism, drive, hustle, and excellence

The PDF should be emailed to lgarcia@txcharterschools.org