



## Director of Communications

**Want to join one of South Texas' premier child welfare agencies in "restoring innocence and strengthening families?" The Children's Shelter is waiting for you! Since 1901, The Children's Shelter has touched countless lives and every year, serves over 4,000 children and parents. Become part of a growing team providing high-quality, trauma-informed care for children and families.**

### **PRIMARY FUNCTION/PURPOSE**

The Director of Communications serves as the public relations director for the agency and respected programs and to position The Children's Shelter as the "authority" and "thought leader" in the prevention of child abuse and neglect via advocacy initiatives, media, and strategic community relations. Leads the coordination of agency special events and ensure brand integrity and messaging. The Director of Communications is also responsible for creating an environment that encourages open communication, collaboration, leverages Trauma Informed Care principles and Praesidium best practices for safety, while increasing employee engagement and retention.

### **ESSENTIAL DUTIES AND RESPONSIBILITIES**

- Serve as the primary agency contact in conducting media relations.
- Works in partnership with the VP of Development and the Senior Leadership team to create strategic plans and implement new processes and approaches to achieve goals and outcomes that will contribute to the safety and well-being of clients and staff.
- Creates strategies, executes, and operationalizes the strengthening and management of the culture and practices that reflects the organization's mission, core values and trauma informed care principles and fosters high engagement and retention of staff.
- Develops The Children's Shelter branded promotional materials, including program brochures, website maintenance, event specific materials, and special projects.
- Responsible for increasing public awareness via media, community, and advocacy relations; oversees the planning and execution of these events and initiatives.
- Represents the agency and serves as liaison between The Children's Shelter and community partners; attending community meetings as deemed appropriate by VP of Development and/or President/CEO.
- Implement the public relations and community engagement plan in collaboration with the VP of Development, President/CEO and Board of Trustees.
- Coordinate speaking engagements for VP of Development and/or President/CEO to drive awareness and community engagement and familiarity about The Children's Shelter to the community.
- Responsible for training agency staff on agency messaging and brand integrity.
- Build and maintain strong relationships with city, county, state, and federal officials to ensure agency visibility.
- Ensure social media platforms are refreshed, relevant and appropriate to the mission and vision of The Children's Shelter.
- If a crisis were to arise, serve as liaison between media and The Children's Shelter President/CEO; coordinate top level speaking points and transparent information for President/CEO as the primary executive leadership team member.
- Supports and role-models the strengthening and management of the culture and practices that reflects the organization's mission, core values, employee promise, and fosters high engagement in staff.
- Builds and maintains strong, collaborative relationships with internal staff, the provider network, clients, legislators, media, and community stakeholders.
- Promotes teamwork within team, program, and agency.

### **REQUIREMENTS**

- Bachelor's degree in Communications, Public Relations, or related field.
- Five or more years experience cultivating relationships with key media, conducting public relations campaigns and advocacy initiatives.
- Must be an exceptional communicator, both verbally and in writing.

- Bilingual strongly preferred, Spanish.
- Proficient in Microsoft Office, with an emphasis on creating interesting and appropriate PowerPoint presentations. Ability to create and edit website using content management systems, flyers, press releases, media alerts, brochures, and procurement of opinion-editorials and fresh agency content for external distribution.
- Sufficient maturity and judgment to function in crisis.
- Successful clearance of a criminal background check, including fingerprinting and drug testing.
- Maintain current driver's license/access to reliable and safe transportation for self.
- Ability to engage and communicate effectively with persons from diverse cultures and communities, including children/youth, their parents, network provider's staff, supervisors, administrators, and the legal and judicial system.
- Skill in establishing and maintaining effective relationships.
- Skill in managing staff and having courageous/difficult conversations.
- Skill in organizing work in a responsible way in an environment with multiple challenges and priorities.
- Skill in leading and prioritizing work for internal staff as well as others working on projects in collaboration with the agency.

***The Children's Shelter is an Equal Opportunity Employer committed to a culturally diverse workplace and offering a competitive pay and benefits package.***

We offer employment opportunities at our various locations. For current opportunities visit our website [www.childrensshelter.org](http://www.childrensshelter.org) or view job postings at:

2939 W. Woodlawn Ave.  
San Antonio, TX 78228  
Monday-Friday 8am-5pm

Volunteer opportunities are also available.  
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