

Position Title: Part-time Communications Contractor

Reports to: Communications Director

The Communications Contractor provides support for both traditional and online media outreach for Texans Care for Children and its campaigns. The contractor works independently from anywhere within Texas and reports to the Communications Director. The contractor is expected to assume a leadership role in maintaining strategic online communications for the organization and its campaigns, including social media outreach and audience engagement, video development and strategy, and development of online publications. The contractor will also have a hand in supporting some traditional media and public relations activities, such as drafting press packet materials, supporting editorial board visit logistics, and writing content.

Responsibilities:

- Lead social media communications and online audience engagement for Texans Care for Children and its grassroots campaign to improve health care in Texas
- Develop and implement a strategic online organizing plan for Facebook, Twitter, and YouTube, including audience research and targeting, outreach and communications, and content development
- Develop and edit online content, such as some email marketing materials (newsletter, action alerts), status updates, tweets, blog posts, and videos.
- Support creation of training materials for advocates for children and Texas health care consumers.
- Coordinate logistics and press kit materials for a series of editorial board visits in communities throughout Texas.

Texans Care does not discriminate against applicants on the basis of age, color, disability, gender, national origin, political affiliation, race, religion, sexual orientation or veteran status.

Qualifications:

Bachelor's degree or higher in public policy, communications, journalism, marketing, or related field.

Experience and expertise in use of social media platforms for organizing and/or improving audience engagement.

Excellent writing and production skills, including amateur video production.

Ability to focus and distill large amounts of information.

Creative self-starter with plenty of follow-through and attention to detail.

Highly dependable with demonstrated ability to work successfully outside an office.

Some familiarity with children's policy issues and/or website administration (WordPress platform and/or other content management system) helpful.

Additional Details:

Contract fees commiserate with experience. Work hours are flexible and part-time.

Application Process

Email a resume and cover letter to [Christine Sinatra](mailto:csinatra@txchildren.org): csinatra@txchildren.org. Please indicate within your cover letter where you heard about the job.