



**Job Title:** Assistant Director of Community Public Relations  
**Job Type:** Full-Time; Exempt  
**Reports to:** Director of Communications & Donor Services

**Purpose:**

Waco Foundation is a charitable organization that provides grants and other charitable services in McLennan County, Texas. The Assistant Director of Community Public Relations position is a full-time position that provides management, oversight and support to collaborative communications efforts for Waco and McLennan County to support Waco Foundation's mission of improving quality of life.

**Nature of Work:**

Work at Waco Foundation is highly suited for the individual who has a positive attitude and a passion for improving the world, and particularly, the local community. This position is for a professional to affect and oversee the vital community-wide communications efforts that need to take place in collaboration with a number of local entities. All positions at the Foundation offer opportunity for advancement and growth as a result of sustained, dedicated work of employees.

**A successful candidate will have:**

- professionalism and consistent discretion and independent judgment;
- ability and desire to formulate, affect, interpret, and implement policies and plans to build and fully develop a communications co-op;
- exceptional organizational skills, diplomacy, flexibility and the ability to multi-task;
- the ability to speak publicly and relate well to a wide variety of people that comprise the community's constituencies;
- superior communication skills (verbal and written) and interpersonal skills;
- the ability to change the community's communications culture utilizing a more learning-oriented, entrepreneurial-style approach;
- the gifts of listening purposefully and of finding connections between themes and strategies to improve policy and implement strategic plans;
- the foresight to think ahead and plan for both the expected and the unexpected;
- knowledge of McLennan County's history and communications events;
- demonstrated interest and commitment to Waco Foundation's mission and strategies;
- extensive experience and proficiency in Microsoft Office applications;

- Bachelor's degree from an accredited institution in communications, public relations, journalism or related field is required;
- 5-7 years of leadership experience in communications, public relations or marketing;

**Work Hours:**

Business hours; 8:30 a.m. to 5:00 p.m. - Monday through Friday (37.50 hours per week).

**Pay Rate:**

Commensurate with education and experience. The Foundation pays full health coverage for full-time employees. Employees are eligible for the Foundation's retirement program following the completion of one year of service and 1,000 hours worked.

**Specific responsibilities include, but are not limited to the following:**

The Assistant Director of Community Public Relations will oversee the work of the communications co-op including marketing consultants, interns and part-time staff to produce the copy, content, and materials for the co-op. The following are the areas of work:

**Oversee Marketing, Outreach and Communications for Co-Op: (85%)**

Develop and implement a strategic plan for a successful communications co-op in McLennan County

- Develop structure and plan for communications co-op, including a dues structure and a mutually accepted set of goals to be reviewed by partners each year;
- Facilitate coordination amongst co-op partners to understand community communications needs and each partner's expectations; Develop written documents summarizing partner understandings and the COOP's expectations and specific deliverables required by the partner; coordinate meetings including agenda, invitations, logistics, follow up and record keeping;
- Develop and implement interim marketing/communications strategies for collaborative efforts/organizations that are not fully staffed;
- Provide guidance and support for collaborative efforts/organizations in terms of marketing/communications needs and necessary staff;
- Manage the budget and cash flow from partners; facilitate requests and collections for annual budgets from partners
- Facilitate the development of a community "brand" for Waco;
- Develop and oversee marketing campaign and coordinated efforts to implement Waco's "brand";
- Ongoing market research to understand and manage the community's image;
- Marketing planning, including the determination of key messages and activities for promotion of Waco;

- Proactive management of public and press relations for community communications;
- Manage special communications projects;
- Serve as spokesperson to local and national press;
- Generate design and copy for communications efforts;
- Manage support staff;
- Manage vendor contracts related to the community's communications needs.

**Support Waco Foundation's broad communications (15%):** The Assistant Director of Community Public Relations will work closely with the Director of Communications & Donor Services to ensure all external communications are conducted in a professional manner supportive of Waco Foundation's brand. Occasionally and upon request, the Assistant Director of Community Public Relations will develop presentations or undertake special administrative, program or research projects for the Foundation to benefit the larger community.

**Application Instructions:**

The Foundation is an equal opportunity employer and encourages diverse candidates to apply. Please visit our website for additional information about the Foundation and our work ([www.WacoFoundation.org](http://www.WacoFoundation.org)).

Interested candidates should complete an application and email it with a cover letter and resume (in Word or PDF format) to Natalie Kelinske, Director of Communications & Donor Services, at [nkelinske@wacofoundation.org](mailto:nkelinske@wacofoundation.org) with the subject line "Marketing and Communications Assistant."