



Marketing and Communications Manager

About Hill Country Alliance (HCA)

Founded in 2005, the [Hill Country Alliance \(HCA\)](#) is a regional nonprofit dedicated to preserving the natural beauty, water resources, and distinct character of the Texas Hill Country. Serving a 17-county region in Central Texas, we work to protect open spaces, ensure clean water supply and quality, and safeguard the region's unique heritage. Guided by a passionate and diverse board, HCA strives to bridge urban-rural divides through education, outreach, capacity building, advocacy, and partnerships. Our ultimate mission is to ensure a healthy and vibrant Hill Country for future generations.

Role Overview

The Hill Country Alliance (HCA) is seeking a talented and motivated **Marketing and Communications Manager** to join our team. The ideal candidate will play a key role in developing and executing strategic marketing and communication plans that support HCA's mission. This role involves creating and distributing engaging content across digital, print, and social media platforms, growing our outreach impact, and collaborating with staff, stakeholders, and external partners. The Marketing and Communications Manager will report to the Director of Philanthropy and work closely with other program managers to ensure cohesive messaging and alignment with HCA's goals.

Key Responsibilities

- **Strategy Development:** Design and execute comprehensive marketing and communications strategies that elevate HCA's mission, programs, and events.
- **Content Creation:** Develop compelling content for various platforms, including websites, newsletters, press releases, social media, fundraising appeals, and print materials.
- **Digital Presence Management:** Oversee website and social media accounts, create content, engage with audiences, and track analytics to optimize performance.
- **Consistency & Branding:** Collaborate with internal teams to maintain consistent messaging and uphold HCA's brand across all communications.
- **Stakeholder Relations:** Build and sustain relationships with media outlets, stakeholders, and community partners to amplify HCA's work.
- **Public Relations & Event Promotion:** Plan and execute public relations campaigns, media outreach, and promotional efforts for key events and initiatives.
- **Campaign Evaluation:** Monitor the effectiveness of marketing campaigns, providing insights and recommendations for continuous improvement.

Qualifications

- A minimum of 3 years of experience in marketing, communications, or development.
- Undergraduate degree required.
- Exceptional writing, editing, and storytelling skills, with meticulous attention to detail.
- Experience managing social media platforms, email marketing campaigns, and website content.
- Strong organizational skills with the ability to manage multiple projects and deadlines.
- Self-starter, with ability to work independently and collaboratively in a fast-paced environment.
- Proficiency in Microsoft Office Suite, CRM databases, Canva, WordPress, MailChimp, Hootsuite, InDesign, and/or Photoshop.
- Passion for environmental conservation and community engagement, particularly in the Texas Hill Country.

Compensation and Benefits

- **Salary:** Starting at \$60,000, negotiable based on experience.

- **Work-Life Balance:** HCA promotes a flexible work schedule with a 40-hour workweek. Occasional evening and weekend work is required (approximately 5-10%), staff are expected to take time off to balance their schedule.
- **Vacation/PTO:** Two weeks annual paid vacation, eleven paid holidays, one additional week of paid time off at the end of summer, and the entire week between Christmas and New Year's.
- **Family Leave:** Six weeks paid leave, with an additional six weeks of optional unpaid leave.
- **Retirement Benefits:** Up to 3% matching contribution to the retirement plan after six months of employment.
- **Health Benefits:** Option of HCA group plan medical insurance or monthly stipend after one month of employment.
- **IT / Technology Support:** HCA-provided computer, home office setup stipend and IT troubleshooting support.

Additional Information

- **Work Environment:** HCA is a supportive, team-oriented organization that encourages personal and professional growth and achievement. At least one day per week working in our Dripping Springs office is preferred, with the remainder of the work week spent remotely or in the field.
- **Location and Remote Work:** While our office is based in Dripping Springs, staff frequently works remotely and we host events across the 17-county Hill Country region. This offers a unique opportunity to connect with the region's natural beauty and an extensive network of HCA supporters, including our Board of Directors, donors, and partner organizations.
- **Event Requirements:** Attendance at the Annual Leadership Summit, quarterly board meetings, and select program events is expected. Occasional evening and weekend work will be required.

Applications:

Applications will be reviewed on a rolling basis, but candidates are encouraged to apply by **April 1**. Target start date is **early May 2025**.

The requirements listed in our job descriptions are guidelines, not hard and fast rules. ***If you have 75% of the qualifications listed we encourage you to apply.*** Applying gives you the opportunity to be considered.

Candidates should send their cover letter, resume, and three references to info@hillcountryalliance.org with the following Subject Line: APPLICANT TO MARKETING AND COMMUNICATIONS MANAGER POSITION.

Hill Country Alliance is proud to be an Equal Opportunity employer and welcomes applications from those who contribute to our diversity. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, mental, or physical disability, age, sexual orientation, gender identity, national origin, familial status, veteran status, or genetic information. HCA is committed to providing access, equal opportunity, and reasonable accommodation for all individuals in employment practices, services, programs, and activities.