



Job Title: Director of Events and Marketing
Reports To: Senior Director of Development
Location: Central Office – Lewisville, TX
Work Duty Days: 240
FLSA Status: Full Time Exempt
Industry: Non-Profit, Social Services, Education

About Communities In Schools of North Texas:

Communities In Schools of North Texas is part of a national organization, Communities In Schools®, that ensures every student has what they need to be successful in school and life. We believe that relationships are foundational to unlocking a student's full potential. Working directly in schools across Cooke, Denton, and Wise Counties, we connect students to caring adults and community resources that help them overcome the barriers that stand between them and a brighter future. We are seeking a passionate, committed, and value-oriented individual to join our team.

Position Overview:

The Director of Events and Marketing (DEM) is responsible for leading fundraising events, donor engagement initiatives, and marketing strategies that advance the mission of Communities In Schools of North Texas (CISNT). This position drives revenue generation through fundraising events, annual giving campaigns, sponsorships, and community partnerships while increasing organizational visibility and stakeholder engagement. The Director develops and implements marketing and communications strategies that strengthen the CISNT brand, highlight program impact, and support the organization's strategic fundraising goals.

Qualifications:

Minimum Education/Certification:

- Bachelor's Degree required
- Experience securing and maintaining funding through fundraising events as well as individual giving campaigns.
- Experience in donor stewardship and cultivation including planning, directing, and expanding donor relationships.

Special Knowledge/Skills:

- Ability to exercise discretion and professional judgment on significant matters related to fundraising, donor relations, and event planning.
- Excellent administrative and customer service skills required.
- Proven experience with decision making in a highly collaborative environment.
- Strong organizational, communication, and interpersonal skills required.
- Strong financial management skills required.
- Strong computer skills in Microsoft Office and Google Workspace systems are required.
- Experience with Canva and CRM Systems.
- Ability to work in a fast-paced, fast-changing environment and be multi-task oriented.
- Exhibit a commitment towards the CISNT mission.

Major Responsibilities and Duties:

Event Fundraising

- Develop annual event fundraising plans, timelines, budgets, and revenue goals.
- Cultivate and steward event sponsors, donors, and community partners.
- Coordinate sponsor solicitation, benefits fulfillment, and post-event stewardship activities.
- Support annual giving campaigns, including North Texas Giving Day, Giving Tuesday, and other revenue-generating initiatives.
- Track and report fundraising outcomes, sponsorship revenue, and donor engagement metrics.
- Collaborate with the Senior Director of Development and Chief Advancement Officer to identify and cultivate prospective donors and sponsors.
- Oversee volunteer engagement related to fundraising events and community outreach activities.
- Assist with planning volunteer engagement events.
- Record and maintain community contacts using the information database.

Marketing and Social Media

- Develop and implement the organization's annual marketing and communications strategy, ensuring consistent branding, messaging, and stakeholder communications across all platforms, including newsletters, appeals, and event-related communications.
- Manage agency website content and updates.
- Monitor and report on social media, website, and email marketing performance.
- Lead organizational storytelling efforts by collecting and sharing student success stories, program highlights, impact data, photography, and videography that strengthen donor engagement and community awareness.
- Create and distribute all stakeholder email communication, including the monthly newsletter, Champions newsletter, appeals, and pre- and post-event communication.

Community Engagement and Brand Awareness

- Represent CISNT at community events, networking opportunities, and stakeholder meetings.
- Develop relationships with chambers of commerce, civic organizations, corporate partners, and community leaders.
- Identify opportunities to increase organizational visibility and community support.
- Support internal ambassador and stakeholder engagement initiatives.
- Deliver presentations to schools, businesses, and organizations when requested.
- Perform other duties as assigned by the Chief Advancement Officer or the Senior Director of Development.

Supervisory Duties:

Supervise fundraising events volunteers when needed.

Equipment Used:

Computer, copier, digital projector, and other specialized equipment that is particularly unique to the position

Working Conditions:

- Frequent travel within Dallas/Ft Worth Metroplex
- Mental demands: Ability to communicate effectively (verbal and written)
- Work with frequent interruptions, maintain emotional control under stress.
- Repetitive hand motions.
- Occasional prolonged and irregular hours to meet deadlines

The foregoing statements describe the general purpose and responsibilities assigned to this job and are not an exhaustive list of all responsibilities and duties that may be assigned or skills that may be required.

Continuation of position is contingent upon funding.