



POSITION TITLE: *Director of Communications*
SUPERVISOR: *Chief Executive Officer*
STATUS: *Exempt*

About Us

Founded in 1974, cdcb | come dream. come build provides safe, sanitary affordable housing to the citizens of South Texas, and is one of the largest non-profit producers of single-family housing for homeownership in Texas. cdcb is a multifaceted affordable housing organization devoted to utilizing collaborative partnerships to create sustainable communities across South Texas through quality education, model financing, efficient home design, and superior construction.

Our dedicated team members work to improve the lives of low to moderate families and individuals to grow wealth and improve families educational, housing, and financial security. We offer industry competitive compensation, excellent benefits with a five-decade old firm. cdcb is an inclusive and exciting work environment. We are looking for a knowledgeable and self-motivated individual to join our team.

Summary

Director of Communications performs all public relations marketing and communication functions for all programming by cdcb | come dream. come build.

Duties and Responsibilities

- Provide presentations regularly on cdcb services and resources.
- Collaborate with senior management to develop and implement marketing strategies aligned with business objectives.
- Research market trends, competitors, and customer behavior to inform marketing initiatives.
- Negotiate and make all media buys for cdcb.
- Manage all social media pages with consistent updates, tracking, messaging and content.
- Create and execute marketing strategies for all lines of business and programs.
- Develop and create an annual marketing plan and strategy.
- Plan, execute, and optimize digital marketing campaigns across channels including social media, email, and content marketing.
- Monitor and analyze campaign performance, and provide actionable insights for improvement.
- Manage the CEO's "Public Facing" email communications.
- Design all flyers, advertising, signage and posters in-house

www.cdcb.org

info@cdcb.org

(956) 541-4955

901 East Levee Street

Brownsville, Tx 78520





- Ensure brand consistency across all marketing channels and materials.
- Update and manage all current and future websites for all associated organizations and programs.
- Organize cdcb special events including fund raisers, press events and ribbon cuttings.
- Produce quarterly e-newsletters
- Produce cdcb's publicly facing annual report
- E-mail and text marketing to clients and potential clients
- Other duties as assigned.

Required Qualifications, Skills and Experience

- Bachelor's Degree (B.A.) from four-year college or university.
- Minimum of 3 years' experience.
- Ability to write routine reports and correspondence.
- Ability to speak effectively before groups of customers or employees.
- Ability to create, write and edit for production informational, public relations and marketing videos.
- Proficiency in: Adobe Photoshop, Adobe InDesign, Basic Website Management, Constant Contact

Supervisory Responsibilities

- This position supervises 3 employees.

Compensation and Benefits

- Salary \$70,000 to \$80,000 – Based on Experience
- Bonus – Based on production goals met
- 100% of premium for health, vision and dental benefits paid by cdcb.
- Life Insurance
- 401K retirement plan (no match required)
- 16 paid holidays
- Vacation Days - Based on Length of Service
- Personal Days - Based on Length of Service

To apply submit resume, cover letter to: cescalera@cdcb.org

cdcb IS AN EQUAL OPPORTUNITY EMPLOYER

www.cdcb.org
info@cdcb.org
(956) 541-4955
901 East Levee Street
Brownsville, Tx 78520

