

## **DIRECTOR OF MARKETING & COMMUNICATIONS**

### **POSITION OVERVIEW**

The Director of Marketing and Communication is responsible for developing a world-class communications plan, directly managing communications activities that promote, enhance, and protect the foundation's vision and reputation, including advertising, promotions, special events, and a broad range of public relations activities relative to the strategic direction and positioning of the organization and its leadership. Director is also responsible for managing media relations, including being the main spokesperson for the organization. The Director fields questions from journalists, arranges press conferences, writes press releases, and provides media training.

The Foundation desires to develop an effective synergistic strategy between marketing and fundraising, in which marketing is responsible for building a strong, recognizable, and resonant brand, and fundraising develops and implements complementary mission-driven strategies and campaigns. The Director of Marketing and Communications will work with the fundraising staff to ensure alignment and strategic focus.

### **DUTIES & RESPONSIBILITIES**

- Develop, execute, and evaluate the annual communications plan.
- Lead the generation of online content that engages audience segments and leads to measurable action.
- Manage website and daily maintenance—ensure that new and consistent information (article links, stories, and events) is posted regularly.
- Manage and monitor social media accounts and communication with community through social media channels.
- Manage the development, distribution, and maintenance of all print and electronic collateral including newsletters, brochures, and promotional materials.
- Coordinate and organize events for organization programs.
- Manage all media relations.
- Manage maintenance of various resource files, mailing lists, and statistical data.
- Prepare or edit scripts to be presented over communications media.
- Attend committee meetings and public gatherings to obtain information for and provide information concerning TRTF.

### **KEY SKILLS & CORE COMPETENCIES**

- Highly collaborative style; experience developing and implementing communications strategies
- Excellent writing/editing and verbal communication skills
- A strong track record as an implementer who thrives on managing a variety of key initiatives concurrently
- Relationship builder with the flexibility and finesse to "manage by influence"
- High energy, maturity, and leadership with the ability to serve as a unifying force and to position communications discussions at both the strategic and tactical levels
- Sincere commitment to work collaboratively with all constituent groups, including staff, board members, volunteers, donors, program participants, and other supporters

- Self-starter, able to work independently, and entrepreneurial; enjoys creating and implementing new initiatives
- Ability to take knowledge and transform it into exciting and useful messages and disseminate it to the right audiences through the best distribution channels is critical.
- Computer and software proficiency with Adobe Creative Cloud, Microsoft Office.
- Knowledge of television production procedures, audience needs, and producer's goals.
- Skill in utilizing desktop publishing programs.
- Skill in data analysis and problem solving.
- Ability to communicate clearly and effectively.

## **QUALIFICATIONS**

- Bachelor's Degree from an accredited college or university in Marketing, Communications, Journalism, or related field
- Five (5) years professional experience in Public Relations, Marketing, Communications, Journalism, or a related field.
- Two (2) years of direct supervising experience.
- Valid Class 'C' Texas Driver's License.

## **Preferred Qualifications**

- Bilingual (Spanish) skills.

## **ABOUT THE TEXAS RESEARCH AND TECHNOLOGY FOUNDATION**

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The Texas Research & Technology Foundation (TRTF) and VelocityTX are San Antonio's champions for driving economic development in and around emerging technologies. We fund and develop innovative ventures, building San Antonio's bioscience and technology economy.

For over 35 years, the Texas Research Technology Foundation (TRTF) has been successfully promoting and developing emerging technologies and the life science industry in the San Antonio area.

Beginning in December 1986, Tom and Nancy Pawel gifted 1,514 acre of land for a research park to the TRTF and UT Health San Antonio established the institute of Biotechnology at the TRTF Research Park. In 1990, TRTF developed Research Plaza I/II which created facilities for growing bio companies. In 1993, BioMedical Enterprises, Inc. [BME] established manufacturing facility at the Research Park, and in 2000, UT Health and Cancer Treatment and Research Center develop labs and new facilities at the Research Park. And in 2015, Microsoft purchased land at the Research Park and established a Data Center.

In 2010, TRTF established the McDermott Pre-Seed Fund to provide early stage funding to small and startup ventures and the McDermott Legacy Fund to continue investing in emerging technology ventures. To date, the Fund has invested in 31 small, growing bioscience and technology ventures, either through direct investment, or through investment in local venture capital funds.

In 2017, TRTF purchased the five-acre Merchant Ice complex which is located near Ft. Sam Houston. The Merchant Ice complex is being developed as an innovation center and includes an accelerator/incubator

TRTF's primary purpose and objective is to establish a strategy centered around propelling economic growth in biotechnology especially focused on local start-ups and entrepreneurial development. A robust and growing life science industry is critical to San Antonio's future economic success and is dependent on the community's support of a thriving entrepreneurial culture and the ecosystem we invest in.

Our flagship initiative will be the development of physical space – the VelocityTX Innovation Center. Through VelocityTX, a subsidiary of TRTF, this innovation hub will create a nexus of expertise designed to facilitate access to local resources which launch, accelerate, and incubate innovative technologies, especially those related to the life sciences and military missions. The ultimate desire is to have a world-class hub of innovative activity as a part of an innovation district for science and technology that benefits the San Antonio community, the life science ecosystem, the military, and the network of partners.

## **CORE VALUES**

### INTEGRITY - ALWAYS DOING THE RIGHT THING

1. Being Honest and Providing Fair Treatment
2. Demonstrating Trust Through Every Interaction
3. Placing Our Collective Interest Above Ourselves
4. Being Reliable and Delivering on Expectations
5. Being Unified and Cohesive

### VELOCITY - MOVING SUCCESS WITH MAGNITUDE AND DIRECTION

1. Having a Bias Toward Action
2. Demonstrating Skip Counting
3. Delivering Impactful Results with Speed
4. Working in Parallel

### INNOVATION - PROACTIVELY CREATING THE NEXT MODEL

1. Accelerating New Ideas
2. Every Experience is a Learning Opportunity
3. Sustaining Momentum for New Innovations
4. Being Creative
5. Initiating Change

## **TO APPLY**

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Please email your resume and cover letter to Jessica Harris at [jharris@trtf-id.org](mailto:jharris@trtf-id.org).