
JOB TITLE:	COMMUNICATIONS STRATEGIST
DEPARTMENT:	CLIENT SOLUTIONS
REPORTS TO:	DIRECTOR OF CREATIVE, COMMUNICATIONS & CULTURE
CLASSIFICATION:	EXEMPT
LOCATION:	DALLAS, TEXAS

The Communications Strategist will be responsible for developing and coordinating compelling marketing communications strategies and campaigns across multiple channels. Their primary objectives will be to enhance brand visibility, promote client services and solutions, and effectively position HighGround programs to both new and existing audiences. Ideal candidates will demonstrate strong business acumen, capable of balancing strategic oversight with daily marketing and promotional tasks.

WHO YOU ARE

As a *Communications Strategist*, you are a part of the client solutions team and have a passion for brand integrity and storytelling through words. You enjoy wearing multiple hats and are eager to tackle any request that comes through the pipeline. You can work independently and collaboratively with staff, exhibiting professionalism in all situations. You are a team player but can take an idea and run with it with little supervision. You enjoy working with and serving others and you quickly gain trust and respect to establish and maintain relationships. You have impeccable attention to detail and an eye for standardization of the written word.

Essential duties and responsibilities

YOU ARE EXCELLENT AT:

- Serving as the lead content creator for the implementation of comprehensive marketing strategies (e.g. social media, email campaigns, blogs, client partner presentations, brochures, etc.) that create awareness of HighGround's brand and promote client solutions
- Conceptualizing and producing creative content that resonates with HighGround's brand messaging and values in collaboration with the Visual Communications Strategist
- Crafting compelling written responses for prospective client requests such as Requests for Proposals (RFPs) by interviewing internal experts, making internal assignments, pulling from past material, setting deadlines, etc.
- Supporting the maintenance of the marketing communications content calendar, ensuring alignment with strategic initiatives
- Researching and applying for relevant industry awards to enhance HighGround's reputation and visibility
- Managing multiple projects from inception to completion, ensuring adherence to timelines and objectives
- Managing schedules, technology and summaries for weekly HighGround all-staff meetings
- Maintaining and editing templates for all corporate communications
- Conducting interviews and consulting with internal and external stakeholders to gather insights and ensure alignment of communication strategies
- Staying current with the latest industry trends and best practices to continually refine and improve communication strategies
- Assisting in the ongoing development and maintenance of HighGround's CRM database as it relates to corporate communications
- Managing and prioritizing daily marketing requests of varying scope

- Contributing to brainstorming meetings and the development of ideas to support marketing and communication objectives
- Participating in Client Solutions Team meetings
- Safeguarding brand tone, look and feel

Competencies and qualifications

YOU HAVE:

- A Bachelor's degree in marketing, communications, public relations, business or related field
- 5-7 years of experience in corporate communications
- Broad knowledge of charitable giving products including donor-advised funds, charitable trusts, gift annuities, etc., and investments preferred
- Computer proficiency in Microsoft Office
- Excellent verbal, written and interpersonal communication skills
- A sophisticated writing style and excellent editing skills
- Ability to work collaboratively at all levels within the organization, as well as work independently on individual projects and job assignments
- Ability to be resourceful and display a strong desire to take initiative
- Strong desire to learn and grow
- Excellent attention to detail
- Experience prioritizing projects while demonstrating a service-oriented demeanor
- Inclination toward productivity, with project management abilities
- Experience working with CMS and CRM systems

HighGround has a professional, open office environment

COMMUNICATIONS STRATEGIST WORKING CONDITIONS:

- Routinely uses standard office equipment such as computers, phones, multi-functional copiers and filing cabinets
- Usually sits to complete job functions, but may walk or stand for brief periods of time (access to sit-to-stand desks for optimal flexibility is provided)
- Must be able to lift up to 25 pounds
- Is required to have close vision, distance vision and the ability to adjust focus
- Is required to have the ability to lift files, open filing cabinets and bending or standing on a stool as necessary
- Is required to work onsite as scheduled with the potential to qualify to work from home two days a week and has little to no expected travel

The above statements are intended to describe the general nature and level of work being performed by the person(s) assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. Employees holding this position will be required to perform any other duties as requested by management, from time to time in its sole discretion. This updated job description supersedes prior descriptions for the same position. Management reserves the right to add or change duties at any time.

WHO WE ARE

Our vision is to Protect, Strengthen and Grow our nonprofit clients. We believe there is no pursuit more important than this; because we believe the work we do now and, in the future, will not only shape our lives but will empower the many organizations that truly transform lives. This vision forms an authentic pathway to our mission—to be an innovative and vigilant caretaker of the funds and assets entrusted to us by the nonprofits and generous individuals we serve through effective asset management, gift planning strategies and account support services. It is the outcome we work towards—to have a greater impact on the world and individual lives. We hope you will decide to join us on this incredible journey.

HighGround is committed to our brand promise and our core values. As such, we hope and expect that you will strive to keep our clients at the center of everything you do, be honest, remain professional at all times, exhibit humility and think outside of the box like our founders did, who were pioneering and visionary when our journey began in 1930.

HighGround offers a comprehensive benefits package that includes a medical plan, dental, vision, disability benefits, retirement plan and more but don't take our word for it, have a look at what other HighGrounders are saying and learn more about our benefits here:
<https://www.highgroundadvisors.org/careers>.

If you are interested in becoming a part of the HighGround team please email your resume and cover letter to: HR@highgroundadvisors.org.