



Job Title: Campaign Director — Okay to Say™

Reports To: Vice President for External Affairs

Position Summary: The Meadows Mental Health Policy Institute (“MMHPI”) seeks a creative and organized professional to serve as the director for its award-winning Okay to Say™ campaign.

This position will oversee all strategic efforts of the campaign, including marketing strategy, messaging and advertising plan, fundraising, and partnership management. In addition, the campaign director will collaborate with the existing or any future agency tasked with the development of annual strategic marketing plans, social media and advertising strategies, design and production of brand content, and reporting. This position will also help execute current campaign plans and help grow and evolve the campaign in new and exciting directions.

All work with the Okay to Say™ campaign requires collaboration with other Institute colleagues and functions responsible for imaging, brand, and messaging efforts to ensure consistency, integrity, and harmonization.

The successful candidate will hire and supervise a campaign manager to execute initiatives and projects as well as manage day-to-day partnerships.

Travel: 30% or more may be required. Duties require access to reliable personal transportation.

Work location: Austin or Dallas are preferred; other locations within Texas will be considered.

Job Responsibilities:

- Direct all strategic efforts of the campaign, including marketing strategy, messaging and advertising plans, fundraising, and relationship management;
- Advise the Vice President for External Affairs on Okay to Say™ sponsorships of external events;
- Implement plans in place for 2018 – 2019 campaign;
- Grow Okay to Say™ partner base. Ensure robust and productive relationships with partners;
- Show substantial progress each year toward fundraising, advertising, and other financial sponsorships;
- Manage strategic partnerships;

- Serve as campaign spokesperson;
- Direct and oversee creative agency relationship;
- Manage budgets;
- Work toward and regularly report on campaign success metrics;
- Other duties as assigned.

Required Qualifications:

- Bachelor's degree in a related field;
- Demonstrated success in professional undertakings relevant to this position;
- At least five years experiences in a public awareness or similar campaign, preferably including initial campaign design;
- Experience building and leading marketing and communications campaigns;
- Demonstrable and successful work in fundraising efforts and cultivating donor relationships;
- Experience managing teams;
- Experience building and maintaining partnerships with non-profit and for-profit organizations;
- Strong knowledge in the digital space, social media strategy and execution, and advertising;
- Familiarity with social media reporting;
- Self-directed and requires minimal supervisory oversight;
- Excellent verbal and written communication skills;
- Strong public speaking skills;
- Ability to work with people with diverse backgrounds;
- Proven record of building and maintaining organizational partnerships;
- Ability to troubleshoot and problem-solve;
- Excellent organizational skills, including the ability to manage multiple tasks and projects simultaneously while meeting deadlines;
- Flexibility in working with new issues, topics, and approaches.

Preferred Qualifications:

- Professional involvement in mental health field helpful but not required;
- Interest in public policy and/or mental health; eagerness to learn.

Learn More About Okay to Say™

Visit www.okaytosay.org to learn more about this program.

To Apply:

Qualified applicants are encouraged to submit their resume, a cover letter, three references, and a separate document clearly explaining work experience in service of these qualifications:

- At least five years experience in a public awareness or similar campaign, preferably including initial campaign design;
- Experience building and leading marketing and communications campaigns;
- Demonstrable and successful work in fundraising efforts and cultivating donor relationships.

Submit all required items to: cwenmohs@texasstateofmind.org

Please use “Okay to Say Director” as the subject line for your email. We review applications on a rolling basis.

About Meadows Mental Health Policy Institute

The Meadows Mental Health Policy Institute is a nonprofit organization with a mission to provide independent, non-partisan, and trusted policy and program guidance that creates systemic changes so all Texans can obtain effective, efficient behavioral health care when and where they need it. The Institute’s vision is for Texas to be the national leader in treating people with mental health needs. For more information about the Meadows Institute, please visit: www.texasstateofmind.org

The Meadows Mental Health Policy Institute is committed to equality of opportunity in all aspects of employment and provides full and equal employment opportunities to all employees and potential employees without regard to race, color, national origin, religion, gender (including pregnancy, childbirth, and related medical conditions), physical or mental disability, age, citizen status, veteran status, genetic information, or any other legally protected status.