

Job Title: Campaign Manager— Okay to Say™

Reports To: Campaign Director— Okay to Say™

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

This position will support many facets of the campaign, including marketing strategy, messaging, advertising, fundraising and relationship management. In addition, the campaign manager will collaborate with the existing or any future external agency tasked with social media and advertising strategies, production of brand content, and reporting. This new position will also play an important role in executing current campaign plans and helping to 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.

Travel: 15% 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:

- Support all strategic efforts of the campaign, including marketing, messaging, advertising, fundraising, grant development and partner relationship management;
- Implement plans in place for 2018 – 2019 campaign;
- Grow Okay to Say™ partner base. Ensure robust and productive relationships with partners. Act as the point of contact for sharing information and resources with a network of partners.
- Show substantial progress each year toward fundraising, advertising, and other financial sponsorships;
- Research and identify viable grant opportunities. Some grant proposal writing may be included;
- Foster a positive relationship with consultant partners;
- Work towards campaign success metrics;
- Other duties as assigned.

Required Qualifications:

- Bachelor's degree;
- At least three years of experience in a public awareness or similar campaign;
- Experience implementing marketing and communications campaigns;
- Demonstrable and successful work in fundraising efforts and cultivating donor relationships;
- Strong knowledge in the digital space, social media strategy and execution, and advertising;
- Familiarity with social media reporting;
- Excellent verbal and written communication skills;
- Demonstrable success working on both solo and team projects and tasks;
- Ability to work with people with diverse backgrounds;
- Ability to troubleshoot and problem-solve;
- Excellent organizational skills, including the ability to work on 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.
- Desire to use one's talent and experience to make a positive impact on the world.

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 three of years of experience in a public awareness or similar campaign
- Demonstrable and successful work in fundraising efforts and cultivating donor relationships

Submit all required items to Shelby Abeyta at sabeyta@texasstateofmind.org.

Please use "Okay to Say Manager" as the subject line for your email.

Okay to Say was launched by the Meadows Mental Health Policy Institute and our partners to increase awareness that most mental illnesses are treatable and to offer messages of hope and recovery to Texans and their families.

The goal of Okay to Say is to change the conversation and perceptions around mental illness, which ultimately can lead to:

- Growing understanding, advocacy and support for the mentally ill.
- Improving access to community services for diagnosis and treatment.
- Accelerating progress in the quality and delivery of mental health care.

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.