



Title: Marketing & Communications Manager
Reports to: Chief Development Officer
Location: Zilker Park / Remote-Hybrid
Type: Full Time

About Austin Sunshine Camps (ASC)

The mission of ASC is to provide the magic of overnight camp without the barrier of cost. We envision a world where all children have a place to grow, connect, and explore. Since 1928, ASC has provided free, fun-filled overnight summer camp programs for children by partnering with families who face barriers to accessing such programs.

ASC offers overnight camp programs during the summer, spring break, and winter break. Our overnight camps are accredited by the American Camp Association (ACA), which represents the industry's highest standard. Each year, we provide overnight camp to 760 children ages 8 to 15. Our 8 to 11-year-olds attend our Zilker Camp in Zilker Park and our 12 to 15-year-olds attend our Lake Travis Camp in Marble Falls. They swim, canoe, hike, learn new skills, create crafts, make music, and much more.

During the school year, we engage with our camper families through seasonal programs and events. These programs deepen relationships with families and increase access to the life-changing experience of camp.

About This Position

As the Marketing & Communications Manager at Austin Sunshine Camps (ASC), you will be the creative voice of our mission. Reporting directly to the Chief Development Officer, you will build awareness, drive donor engagement, and bring the magic of camp to life through powerful multimedia storytelling.

This is a dynamic, multi-faceted role where no two days are the same. You will fully own our digital ecosystem—from shaping our social media presence and crafting newsletters to driving website updates and designing beautiful collateral. Simultaneously, you will be a strategic partner to our development team, creating the vital donor-facing appeals and stewardship materials that fund our free overnight camp programs.

You are highly organized, collaborative, and possess a sharp eye for design. You are just as comfortable writing a moving impact story as you are analyzing engagement metrics or stepping out of the office to represent ASC in the Austin community.

Your Impact

Communications & Marketing

- Execute communications and marketing campaigns that support fundraising, donor engagement, events, and organizational goals.
- Maintain and support a communications calendar to ensure timely and coordinated outreach.
- Create and manage content across ASC's digital platforms, including:
 - Social media
 - Email newsletters
 - Website updates
 - Digital and print marketing collateral
- Design graphics, presentations, flyers, social media assets, event materials, and donor-facing collateral using Canva or similar design tools.
- Assist in writing and distributing organizational communications including newsletters, campaign messaging, event promotions, press releases, and impact stories.
- Track communication performance and engagement metrics to help inform future outreach efforts.
- Support marketing efforts for ASC programs, fundraising events, and the Zilker Lodge Rental Program.
- Coordinate with external vendors, photographers, printers, or media partners as needed.

Fundraising & Storytelling

- Support fundraising campaigns and donor engagement efforts through clear and compelling communications.
- Create donor-facing materials and collateral for campaigns, appeals, sponsorships, stewardship, and events.
- Partner with staff across the organization to capture and share stories that highlight ASC's mission and impact.
- Assist with donor stewardship communications, campaign updates, and other development-related outreach.
- Support volunteer, board, and community engagement through thoughtful communications and storytelling.
- Occasionally represent ASC at community events, camp programs, or partner engagements.

Why You'll Love Working Here

- You'll be part of a mission-driven organization that changes lives every summer.
- You'll get to bring ASC's mission to life through storytelling.
- You'll be joining during an exciting time in the organization's history, with a lot of growth in our future.

- We offer a competitive salary, health/dental/vision insurance, paid time off, and professional development.

Requirements

Core Qualifications:

- Deeply aligned with the mission of Austin Sunshine Camps.
- 3+ years of experience in communications, marketing, nonprofit development, or related fields.
- Strong writing, editing, and storytelling skills across multiple platforms.
- Experience creating digital and print marketing materials.
- Familiarity with social media management, email marketing platforms, and website content updates.
- Strong organizational and project management skills with the ability to manage multiple deadlines and priorities.
- Experience with Canva or similar design platforms.

Physical & Logistics:

- Able to lift up to 35 lbs and provide hands-on setup and light facility upkeep when needed.
- Must pass a National Enhanced Criminal Background Check.

Unique Camp Requirements:

- Willing to become Ropes/Challenge Course Certified and work as part of the team to conduct Ropes Course sessions for campers, volunteers, renters, and other stakeholder groups when needed.

Preferred:

- Bachelor's degree in communications, marketing, nonprofit management, or related field.
- Familiarity with digital marketing analytics and reporting tools.
- Experience with donor management systems (Salesforce, Raiser's Edge, etc.), Constant Contact, WordPress, and social scheduling tools.
- Nonprofit communications or fundraising experience.

Benefits & Perks:

- **Salary:** The starting salary range is \$50,000 - \$60,000, depending on experience and education.
- **Health, dental, and vision insurance:** ASC covers 50% of employees' health, vision, dental insurance in the first year of employment, increasing by 10% at each work anniversary.
- **Short-term Disability & Life Insurance:** ASC provides short-term disability and life insurance to full-time employees.

- **Paid Time Off:** ASC has an unlimited PTO policy.
- **Work Hours and Location:** ASC has flexible working hours and location when programs are not in session or the employee's in-person presence is not necessary.
- **Retirement Plan:** ASC matches the employee contributions up to 3% in a Simple IRA+ plan.
- **Family-friendly:** ASC is a family-friendly work environment. Employees' children are eligible to attend all sessions of overnight camp at no cost.