



Associate Director, Development & Marketing

Remote, Texas-based

\$70,000 - \$90,000

Apply here: <http://bit.ly/3lrwzGf>

About Texas Census Institute

The [Texas Census Institute](http://texas-census-institute.org) (TxCI) is on a mission to provide independent, nonpartisan, and data-driven census policy and program guidance to overcome operational and motivational barriers to census participation so that, through a complete count, all Texans can enjoy a great quality of life. We are a small (4 FTEs currently) but growing nonprofit that was recently granted independent 501(c)(3) status by the IRS.

The 2020 Census resulted in approximately 550,000 person undercount in Texas, potentially costing Texans almost \$25 Billion in lost federal funds by 2031 and causing the loss of one U.S. House seat. As Texas grows, robust census participation will help leaders make sound policy decisions, wise investments, and appropriate resource allocations so Texas remains a great place to live and work. The Texas Census Institute is working to help secure a complete count in 2030 and beyond in order to restore lost funding and ensure representation for all Texans.

Summary

The Texas Census Institute (TxCI) is seeking its first **Associate Director Development Manager**, a new role instrumental in advancing our brand, supercharging our fundraising, and strengthening key partnerships to support TxCI's growth and long-term sustainability. Reporting directly to the President & CEO, with support from the Chief Operating Officer, this position will design and execute a comprehensive development and marketing plan that effectively communicates the value of the census and the important role the TxCI plays in ensuring a complete count in Texas to our partners and funders to drive engagement and inspire further investment and engagement in our work.

The Associate Director Development & Marketing will be a relationship-driven and strategic fundraiser with 4-6 years of experience building and executing a coordinated development plan in a mission-driven environment, preferably in a nonprofit or government setting. This person will play a central role in **cultivating and stewarding major institutional donors**, including foundations and public-sector funders, while also strengthening partnerships with government agencies, research institutions, and nonprofit allies across the state and beyond by developing compelling narratives, personalized outreach strategies, and meaningful stewardship experiences.

This role requires a highly collaborative, self-motivated professional who is comfortable working independently in ambiguous situations, in a fast-paced and evolving environment. The ideal candidate brings strong experience in donor engagement, cross-sector partnerships, and messaging strategy, and is energized by the opportunity to build systems and relationships from the ground up. Familiarity with fundraising in resource-constrained environments, engaging diverse communities, and communicating across sectors is highly valued.

Key Responsibilities

Build Fundraising & Donor/Partner Engagement

- Cultivate and steward relationships with foundations, philanthropic partners, corporations, and community-based organizations to build sustained engagement and financial support for TxCI's mission, including our Accelerator Network membership model.
- Support and help implement a multi-year fundraising strategy, including identifying new funding opportunities and managing the grant pipeline, reporting deadlines, and revenue tracking in Salesforce.
- Contribute to grant applications and donor reports with clear, data-informed narratives demonstrating organizational impact.
- Plan and execute donor engagement events, partner convenings, and educational activities that showcase TxCI's impact and strengthen cross-sector partnerships.

Foster Partnerships & Cross-Functional Collaboration

- Leverage external communications and strategic engagement to deepen TxCI's relationships with government agencies, research institutions, and nonprofit organizations statewide.
- Collaborate with executive and program teams to source content and shape narratives that inspire donor support and diverse community engagement.
- Partner with CEO, COO, Development Consultant, and program staff to ensure marketing and development activities align with organizational strategy and are grounded in TxCI's advocacy, research, and program work.
- Assemble comprehensive grant reports by integrating financial data from COO with impact narratives and organizational updates.

Drive the Marketing & Communications of the Organization

- Develop and execute targeted communications strategies in web, social media, direct email, print, and other marketing campaigns to reinforce fundraising efforts, engage stakeholders, and elevate the profile of the organization across Texas..
- Create compelling, visually-engaging content for our website and social media platforms that translates research (such as the economic impact of undercounts) into relatable, into relatable narratives for the public, funders, and partners—working closely with our research partners, web developer and graphic designer..
- Manage email campaigns and funder outreach that showcase organizational impact to build and maintain key relationships.
- Oversee public relations, media engagement, website content strategy, and brand consistency across all platforms - supporting strategic objectives and campaign goals - in collaborations with contractors, consultants and the full-time Development & Marketing Analyst.

Develop Organizational Capacity for Success

- Manage, mentor, and train our full-time Development & Marketing Analyst with clear guidance that translates strategic planning into operational tasks.
- Manage a supporting team of talented and capable contractors and consultants supporting the marketing and development work by providing clear direction within established statements of work to achieve strategic objectives with respect to our web, email marketing, CRM, and other development and marketing tools.
- Successfully collaborate with other managers as part of the leadership team to help drive strategic planning towards our defined goals.

Note: This list is not exhaustive and may be subject to modification as job duties evolve.

Qualifications

- 4–6 years of experience leading development and relationship-building efforts—with experience in cultivating funders, stewarding donor relationships, and crafting compelling cases for support—alongside marketing and communications strategy in a mission-driven organization.
- Demonstrated proficiency managing a Salesforce or comparable CRM system, including designing and managing the successful implementation of a CRM system to support current and future development goals and objectives.
- We currently use Mailchimp, WordPress, Canva, and Google Workspace for our development work and you should be proficient in these for development and marketing related tasks.
- Being proficient in writing, speaking, and reading Spanish is a plus in order to help us reach a diverse audience.

Working Environment

- Remote position, with flexible working hours - Texas-based required, travel within Texas 3-5 times a year, as necessary.
- May require occasional weekend and/or evening work.

Compensation and Benefits

- Staff at TxCI are paid monthly on or around the 1st of the month (depending on holidays and weekends).
- We offer a 401k plan (without match) and a stipend for health insurance.

Equal Opportunity Statement

The Texas Census Institute is proud to be an Equal Opportunity Employer committed to creating a workplace that reflects the diversity of Texas. We do not discriminate against any employee or applicant for employment based on race, color, religion, sex (including pregnancy, sexual orientation, and gender identity), national origin, age, disability, genetic information, veteran status, or any other characteristic protected by federal, state, or local law.

Our commitment to equal opportunity applies to all aspects of employment, including recruitment, hiring, training, promotion, compensation, benefits, and termination. We also strictly prohibit retaliation against any individual who reports discrimination, files a complaint, or participates in an investigation or proceeding related to equal employment opportunity.

We value diverse perspectives and experiences, and we encourage candidates from historically underrepresented communities to apply.

Application Process

To apply, submit your application through [this form](#). Applications will be manually reviewed, with interview candidates identified and asked to participate in two rounds of interviews, starting with a job and team fit interview, and then an organizational fit interview before a hiring decision is made. We plan to begin our first round of interviews the week of October 6th. **Priority review will be given for applications submitted by 11:59pm CT, October 7th, 2025.** Please submit your materials by this date to ensure your application is considered. Applications after this date will be considered only if there are an insufficient number of



qualified candidates in the interview pool. Questions about this process can be sent to hire@texascountysurvey.org.