

The San Antonio Area Foundation

POSITION SPECIFICATION

CHIEF MARKETING OFFICER

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CHIEF MARKETING OFFICER SAN ANTONIO, TX

About San Antonio Area Foundation

The San Antonio Area Foundation has served as the sole, designated community foundation for the San Antonio area for sixty years.

The Area Foundation serves as the community's most trusted and impactful philanthropic partner, managing more than **500 charitable funds** totaling **\$1.3 billion in assets**. Coordinating efforts with numerous area nonprofits, the Area Foundation serves as a collaborative leader, connecting donors to address key community issues and investing in our future. Since 1964, over **\$800 million for grants and scholarships** have been awarded to close opportunity gaps for those who need it most in San Antonio. Learn more about your community foundation at **saafdn.org**



The San Antonio Area Foundation serves as your most trusted and impactful philanthropic partner.



To close opportunity gaps for the people in San Antonio who need it the most.





What We Value



Core Values

• Excellence

We invest in continuous learning and personal development. We exceed expectations in service to others. We do our best. We do it right. We do it now.

Passion

We work with humility, energy, and joy. We explore and embrace new ideas. We value and celebrate one another.

Integrity

We are honest, trustworthy, and transparent. We honor our donor's wishes. We are accountable for everything we do.

Community

We collaborate to serve and build community. We invest to create positive change. We practice inclusion and diversity.





Position Overview

The San Antonio Area Foundation is looking for an experienced, agile, and innovative Chief Marketing Officer (CMO) to join us during an exciting moment in the Foundation's history. As the San Antonio Area Foundation's principal strategist and steward for organizational brand, marketing, communications, and creative content, the CMO will join and spearhead a transformation of the organization's approach to communications, storytelling, and marketing – a critical area for the organization to meet its goals. The CMO will report directly to the CEO and will play a critical role in driving awareness, engagement, and philanthropic impact for our mission, programs, and stakeholder relationships.

As a member of the executive leadership team, the CMO's primary aim is to lead the organization in effectively communicating the Foundation's cause in support of greater impact in the community while meeting the needs of a diverse group of stakeholders. This role will oversee the Marketing & Communications Team (MarCom Team) to support business development goals and increase awareness of the Area Foundation's mission and work in the region. The CMO will be responsible for developing and executing a comprehensive marketing, communications, and brand strategy that strengthens the foundation's visibility, reputation, and philanthropic reach.

Additionally, the CMO will drive the Foundation's narrative and storytelling work. The CMO will leverage digital strategy, donor communications, media relations, and community outreach to connect with key stakeholders and strengthen engagement across all platforms.

As a strategic and operational leader, the CMO will cultivate and oversee a dynamic team, plus a range of external consultants. The CMO will serve on and work closely with the Executive Leadership Team, CEO, and board members to align marketing efforts with the Foundation's strategic goals and unique value proposition within the complex and dynamic philanthropic ecosystem. They will lead significant change initiatives to ensure that the MarCom Team's capacity, resources, and processes are best aligned with the Area Foundation's strategic priorities. Through innovative marketing initiatives, the CMO will enhance the Foundation's brand and storytelling contributing to its measurable growth and long-term success in the philanthropic sector.



Key Responsibilities

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Lead San Antonio Area Foundation's Communications, Marketing & Creative Strategy

Organizational Leadership



- Serve as a key advisor to the CEO.
- Actively participate on the ELT, providing leadership for development of organizational goals and strategies
- **Collaborate across the organization** to design approaches and systems that capture knowledge and align solutions, leveraging impact for constituents.
- Other projects and duties as assigned.

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Lead Marketing & Communications



- **Develop and implement** a comprehensive marketing strategy aligned with the foundation's mission and goals.
- **Conduct market research** to identify target audiences and understand their needs and motivations.
- Establish key performance indicators (KPIs) to measure marketing effectiveness.
- Lead marketing development, including market analysis, brand management, communications strategy, digital marketing (including social media), and performance measurement.
- Serve as chief communications strategist on Foundation initiatives, ensuring forward-looking messaging and meaningful donor engagement.
- Set and oversee the creative visual strategy, including branding, design of materials (print and digital), and messaging standards.
- **Develop working relationships** with community leaders, organizations, and media to enhance engagement.
- Drive internal, executive, and crisis communications strategies.
- Manage the foundation's brand identity, ensuring consistent and compelling messaging and storytelling across all platforms.
- **Partner with Development and Donor Services** to attract and retain donors and professional advisors, enhance donor engagement and learning experiences, and strengthen partnerships.





Public Relations and Media Outreach

- Build and manage relationships with media outlets to secure press coverage.
- Develop and execute crisis communication and reputation management strategies.
- Serve as the foundation's chief storyteller, ensuring impactful narratives.
- Oversee media relations, publications, newsletters, and digital content.
- In partnership with and in support of the CEO, serve as spokesperson for the foundation at public engagements as needed.

Team Leadership

- Lead and mentor a team of marketing professionals, fostering a culture of collaboration and growth.
- Build and structure the MarCom Team to align with the Foundation's strategic goals.
- Provide strong leadership, ensuring alignment with the Foundation's vision.
- · Promote inclusion and professional development within the team.
- Oversee and manage the marketing and communications budget.
- Manage external vendors, agencies, and consultants for marketing initiatives.







Candidate Profile

The ideal candidate will have the following professional and personal qualities, skills, and characteristics:



Seasoned Marketing & Communications Executive:

The CMO will be a seasoned marketing and communications executive complete with extensive team management experience, stellar communications skills and strategic thinking matched with execution.

People & Community-Centric Leader:

The CMO will bring a leadership philosophy that centers community and staff in the work. They will be committed to developing staff, providing the tools, education, and support to allow them to flourish in their roles. The CMO will be skilled at connecting people, projects, and resources in alignment to the mission and strategies of the San Antonio Area Foundation. They bring a background in working with complex organizations, establishing processes and systems to improve work and deliver services.

Transformational Leader:

The CMO will be a strategic thinker and a hands-on leader with the experience to understand and balance a complex array of organizational, fundholder, and community needs, while still driving strategic execution of work in partnership with and through their team. A successful CMO will bring a natural ability to build consensus, challenge others to improve, and foster cohesion – internally and externally. As an inclusive leader, the CMO will be committed to embedding equity and justice into the organization's culture, programs, and strategies.

Passion for the Mission:

The CMO will have a passion for the mission of the Foundation and the organization's history, model, and potential for future impact. This leader will be driven by the opportunity to impact the communities the Foundation serves. The CMO will be an empathic leader, treating others with respect.

Relationship Builder:

The CMO will be an emotionally intelligent leader who has deep comfort connecting with people of different philosophies, backgrounds, and cultures – internally and externally. They will also be able to build bridges and lead through influence. The CMO will work to develop relationships with the team to ensure positive outcomes for the organization, identifying organizational efficiencies and leveraging opportunities to advance the Foundation's mission, policies, and practices.

Change Leader:

The CMO will bring energy to inspire the team and community to achieve new heights around equity, inclusion, and justice. They will have an exceptional ability to listen intently, think clearly, and respond effectively, empathically, and judiciously to a variety of challenges. This individual will be a proactive, collaborative change agent with the skills to challenge the status quo while remaining sensitive to the Foundation's culture and place in the community.



Qualifications & Experience

The qualifications listed within the job description are intended as a guide and we do not expect candidates to bring all the experiences and skills listed.

Leadership & Strategic Expertise

- Demonstrated progressive leadership growth with 10+ years of leadership experience in the nonprofit, public, and/or philanthropic sector.
- Proven ability to translate strategy into action is essential for the success of this role.
- Demonstrated experience in designing and executing comprehensive marketing strategies that strengthen existing donor relationships, expand the donor base, and amplify the organization's impact.
- Skilled in establishing key performance indicators (KPIs) to measure the effectiveness of marketing efforts and optimize future initiatives.
- Proven ability to build, lead, and transform Marketing & Communications functions, delivering impactful approaches that engage diverse audiences, ideally within a mission-driven and/or professional services organization.

Marketing & Communication Leadership

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- Proven ability to collaborate with development and grant-making teams to create and implement dynamic communication strategies and scalable infrastructure tailored to prospective donors and professional advisors with a goal of endowment growth.
- Adept at crafting targeted messaging that resonates with donors, partners, and stakeholders to drive engagement and funding success.
- Strong communications and marketing expertise to uplift impactful stories and drive attention to the Foundation's brand, work, and impact.
- Well-versed in how people, including donors and potential investors, consume information, with a proven ability to create and convey a compelling vision through storytelling.
- Track record in executing strategies for innovation, creativity, and continuous learning for diverse internal and external stakeholders.
- Inspirational communication skills (written and verbal) with the ability to speak and listen to a variety of audiences.



Team Leadership & Development

- Experience in mentoring, developing, and expanding marketing teams by identifying and recruiting top talent.
- Capable of fostering a high-performance culture that drives innovation, collaboration, and measurable success.
- Entrepreneurial and collaborative spirit; a curious, creative, and growth-oriented leader eager to learn, adapt, and innovate in response to the ever-changing labor economy and socio-political landscape.
- Outstanding relationship-building ability with a keen understanding of partnerships and the power of influence within and beyond the organization.
- Experienced in modeling and coaching others on open dialogue, feedback, and having difficult conversations that strengthen relationships.

Fiscal Responsibility & Data-Driven Decision

Making

- Ability to manage and strategically allocate the marketing budget, ensuring financial accountability while maximizing ROI.
- Skilled in evaluating the financial impact of marketing initiatives and effectively communicating results to leadership and stakeholders.
- Proficient in working with marketing technology systems, including CRM, content management systems, SEO/ SEM, and other digital tools.
- Ability to leverage these systems for efficiency and impact while ensuring accountability for their use.
- Demonstrated success in managing financial resources, devising revenue-generation strategies, and deploying resources for sustainable initiatives, products, and services.

Brand Management & Content Oversight

- Expertise in shaping and maintaining a strong, cohesive brand identity by ensuring consistency in messaging across all platforms.
- Proficient in developing compelling narratives that inspire action while overseeing website content, press releases, social media engagement, donor impact reports, and other key communications.
- Ability to transform rough ideas and general concepts into actionable projects and completed products, marketing materials, frameworks, or messages.

Media & Public Relations Excellence

- Skilled in serving as the foundation's spokesperson, building relationships with media outlets to secure positive press coverage.
- Strong crisis communication and reputation management abilities to navigate sensitive issues, maintain public trust, and safeguard the organization's reputation.







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Education & Qualifications:

- Bachelor's degree in marketing, communications, or a related field or equivalent work experience in business, communications, marketing, journalism, or other related field.
- An advanced degree is desired.

Position Salary:

This position offers a competitive salary of

\$200,000

along with a comprehensive benefits package including health insurance, retirement plan, and paid time off.

Marketing & Digital Strategy:

- Proven experience in developing and executing successful marketing campaigns for nonprofit organizations.
- Deep understanding of digital marketing strategies and technologies.
- Excellent communication and storytelling abilities to effectively convey the foundation's mission.
- Strong leadership skills to manage a diverse marketing team.
- Data-driven decision-making approach with the ability to analyze marketing metrics and optimize campaigns.
- Knowledge of fundraising principles and donor engagement strategies.
- Experience in digital marketing, content strategy, and media relations.
- Strong leadership skills with the ability to manage teams and collaborate across departments.
- Ability to work in a fast-paced, mission-driven environment with multiple stakeholders.



Cowen Partners Contact Information

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