CAPITAL IDEA Job Posting | Join Our Team

Job Title:	**Marketing & Community Specialist**
Reports To:	Communications Manager
Location:	Austin, TX
Starting Salary:	$60,000 - $65,000 DOE
Deadline To Apply:	December 6, 2026

ABOUT CAPITAL IDEA

Capital IDEA is an Austin-based nonprofit whose mission is to help motivated adults achieve their career goals and build brighter futures for themselves, their families, and their communities. Partnering with Austin Community College, we provide the support low-income adult students need to succeed in school and enter high-paying, in-demand jobs. Since our founding in 1998, more than 2,500 Central Texans have completed the program and built stronger futures for their families.

ABOUT THE POSITION

The Marketing & Community Specialist is the person our community knows and trusts online, sharing the stories that inspire action. This role combines content strategy, email marketing, paid social media management, performance analytics, and audience development. Across Central Texas, thousands of our neighbors are ready to move from a low-wage job into high-demand careers that reflect their skills and potential. Through compelling content and targeted outreach, you'll help them find us and take the next step toward a new career.

PRIORITIES OF THE ROLE

Connect People to Their Future. Turn what you create into someone's next opportunity. Your content will introduce prospective students and community partners to Capital IDEA and show how our program opens a path to a new career. You'll manage email, social media platforms, and an advertising budget, while responding to comments and

messages across our public channels. You'll also track performance and stay current with platform trends. A few times a year, you'll use the same channels to engage supporters through fundraising campaigns and donor appreciation content.

Capture & Tell Our Story. You'll be in front of the camera and behind it. Expect to appear regularly in our short-form reels yourself, and to shoot video, take photos, and create content at events and milestones like graduations and new student orientations. You'll identify staff, students, and graduates who are willing to share their stories and follow up to gather the content you need. You'll tailor those stories for different audiences, including the public, alumni, donors, and funders. The role includes some travel around Central Texas, with occasional evening and weekend commitments.

Grow Our Communities. You'll support Capital IDEA's commitment to community by fostering online spaces where stakeholders feel connected, valued, and engaged. Starting with our alumni groups on LinkedIn and Facebook, you'll facilitate conversations, celebrate community members, and maintain a consistent content strategy to encourage participation and strengthen relationships over time.

Be Part of a Mission-Driven Team. You'll share the responsibility for maintaining Capital IDEA's core values: inspiring transformation, caring together, and cultivating innovation. You'll see these values reflected both in how we work together and in the impact of our work.

WHAT YOU BRING

- 3+ years of experience representing an organization online, ideally including building and growing audiences on platforms such as Facebook and Instagram. A strong portfolio may be considered in lieu of some experience. Bonus for experience managing social media schedulers and creating and managing social media ads.
- 2+ years of experience creating email campaigns and using management tools like MailChimp. Experience successfully growing a subscriber list and increasing open and click rates is preferred.
- Natural and confident on camera. You'll appear regularly in our reels, so you should be comfortable being the face and voice our community connects to. Comfortable shooting and editing short-form videos (reels, TikTok-style content) on mobile devices.

Bonus for editing experience with tools like Canva, CapCut, or similar mobile- or platform-native editors. Traditional video production experience is not required.

- Comfortable with analytics — reading performance data across email and social (opens, clicks, engagement) and adjusting our approach based on what the numbers tell us.
- Solid photography and photo editing skills; you can get a great shot at events and busy environments. Bonus for photo-editing skills using Photoshop or a similar application.
- Comfortable with designing simple, on-brand graphics for social content using tools like Canva or Adobe Express.
- Strong writing for short, social-first content: captions, posts, and emails.
- Strong awareness of social media best practices, fair use of photos and video, and securing proper consent when featuring students, staff, and community members.
- A natural connector — confident in starting conversations with strangers, responding personally to comments, and making people feel welcome and recognized online, and just as comfortable collaborating with coworkers across the organization.
- Associate degree or higher.
- Flexibility to travel throughout Central Texas, including occasional evening and weekend commitments.

Bonus points if you have:

- Experience coaching people to feel comfortable with on-camera delivery.
- Experience setting up shots, lighting, and simple staged scenarios.

Willingness to learn matters as much as what's already on your resume*. If you're missing one or two items above, but you bring the passion and drive to master new skills, we still want to hear from you, so please apply.*

BENEFITS

Capital IDEA has built a diverse and dedicated team united by a shared commitment to our mission. We reward strong work through competitive salaries and merit-based raises, and we believe taking care of yourself is essential to taking care of others. We offer a generous, people-centered benefits package, including:

- Hybrid work environment available after an initial onboarding period; hybrid schedules typically follow a 3-day in-office, 2-day remote structure with approval.
- Generous paid time off: 2–4 weeks of vacation (based on experience), 1 week of sick leave, 10 paid holidays, plus a paid Winter Break for all staff (December 24–January 1)
- 100% employer-paid medical, dental, and vision insurance for employees and 50% coverage for dependents
- 401(k) retirement plan with up to a 3% employer match
- Monthly cell phone stipend
- Tuition reimbursement for approved, job-related degree coursework
- Longevity recognition to celebrate long-term commitment to the organization

When you join our team, you'll have meaningful work, high expectations, and big goals to work toward — and you'll be supported by a team that believes in what we do and the difference it makes.

TO APPLY

Send a resume and cover letter to Communications Manager, Liz Ramon, at communicationsjobs@capitalidea.org. In your cover letter, include one specific content idea, like a video concept or story angle, that would help someone in Central Texas discover Capital IDEA and see a path to a new career (no need to explain at length, just the quick idea). Please also include at least one of the following: 1. a link to a social profile you've managed for at least a year, 2. a link to your portfolio, or 3. a sample of work (1-2 reels and 3-5 photos that best represent your work). Whichever you choose, please include at least one video where you appear on camera.