

Location

Austin, TX (In office position)

Organization

Texas Oil and Gas Association

Position

Director of Communications

Job Description

About the Role

The Director of Communications is a senior leadership role responsible for shaping and executing TXOGA's integrated communications strategy.

This position leads the Association's communications function, partners closely with executive leadership and member companies, and advances TXOGA's mission through strategic storytelling, advocacy, and media engagement.

As a member of the management team, the Director of Communications translates complex industry and policy issues into clear, compelling narratives for policymakers, media, members, and the public.

What You'll Do

Strategy & Leadership

- Develop and execute a comprehensive, multi-channel communications strategy aligned with TXOGA's goals and mission
 - Serve as a trusted advisor to executive leadership on communications strategy, messaging, and reputation management
 - Set short- and long-term communications objectives and measure effectiveness
- Team & Project Management
- Lead, mentor, and manage communications staff, consultants, vendors, and partners
 - Direct communications-related committee work and cross-functional initiatives
 - Oversee budgets, contracts, and workflows for communications projects

Media & Public Relations

- Develop and manage proactive and reactive media strategies
- Serve as a primary media contact and manage reporter relationships
- Oversee press materials, statements, talking points, and spokesperson preparation

Digital, Campaigns & Content

- Oversee digital platforms, tools, and CRM systems used for Association communications
- Lead paid and organic digital campaigns across web, email, social, and advocacy platforms
- Direct development of reports, publications, videos, audio content, campaigns, coalitions, and other initiatives
- Ensure brand consistency across all communications and channels
- Member, Legislative & Advocacy Communications
- Partner with member company communications professionals and allied trade associations
- Support legislative and regulatory communications efforts
- Assist with membership communications, events, and advocacy initiatives

Research & Message Development

- Manage qualitative and quantitative research projects, including polling, focus groups, and message testing
- Translate research insights into effective messaging and content strategies

Minimum Qualifications

- Bachelor's degree in communications, public relations, journalism, marketing, political science, or a related field
- 8+ years of experience in corporate, nonprofit, advocacy, or political communications

- Demonstrated experience managing teams, vendors, and contracts

Preferred Qualifications

- Proven media relations experience
- Advocacy, government affairs, or political communications background
- Familiarity with tools such as Meltwater, NationBuilder, Capitol Canary, WordPress, Asana, Canva, and Hootsuite
- Working knowledge of the oil and gas industry and relevant regulatory agencies

Skills & Competencies

- Understanding of the Texas legislative process
- Exceptional writing, editing, and verbal communication skills
- Ability to operate effectively under tight deadlines and in high-visibility situations
- Strategic thinker with the ability to translate long-term vision into actionable plans
- Collaborative leader who motivates teams and builds strong partnerships
- Creative, proactive problem-solver with sound judgment

Benefits & Compensation

- Competitive salary, commensurate with experience
- Comprehensive benefits package including employer 401(k) contribution, health, dental, vision, and life insurance

How to Apply:

Please email your resume and cover letter to HR@txoga.org

Subject line: TXOGA Communications Application