

Marketing and Communications Manager

Full-time position



Global **Minnesota**

Position Summary: Increase Global Minnesota's visibility in the current digital environment and engage people across Minnesota in advancing international understanding and engagement as the full-time Marketing and Communications Manager.

You will recommend marketing goals, build annual marketing plan and implement all aspects of Global Minnesota's marketing and communications. Global Minnesota currently communicates via email marketing and e-newsletters, Facebook, LinkedIn, YouTube, Twitter, website, event materials, blog, annual report, and advertising. Create content and graphics or work with staff to coordinate content, then manage the process to keep communication tools up-to-date and engaging. Review projects across the organization to ensure grammar, accuracy and meeting of style and brand guidelines. This role helps build program attendance and increase funding by seeking out potential audiences and creating targeted messages. Lastly, your work includes all kinds of writing – from fundraising letters to key messages to digital content, press releases, articles, op-eds, and more.

Organization Summary: Global Minnesota is a nonprofit, nonpartisan, member-supported organization advancing international understanding and engagement. With a staff of 16 and a \$1.5 million budget, Global Minnesota is proud to be celebrating 70 years of connecting Minnesotans to the world and the world to Minnesota. Currently some staff work hybrid schedules and others work from home. For more information, visit our website at: www.globalminnesota.org.

Environment: Global Minnesota staff work in a fast-paced, dynamic digital environment and need to be efficient, flexible, professional, dependable problem solvers, who can work well independently and as part of a team. Self-starters with well-developed communication and interpersonal skills, a passion for international and cross-cultural engagement, and an interest in meeting and working effectively with multiple constituencies are especially effective at Global Minnesota.

Reports to: Director of Operations

Qualifications: Must be Minnesota-based and able to commute to Minneapolis office. Excellent writer and strategic marketer who is passionate about the mission and goals of Global Minnesota and has the ability to grow Global Minnesota's visibility. B.A. in related field or equivalent and 2-3 years of experience in marketing/communications and an understanding of working in a mission-driven environment. Excellent digital skills, especially as it pertains to website content and maintenance and to social media, including LinkedIn, Facebook, YouTube, Twitter. Ability to write clearly and persuasively for various audiences; impeccable grammar. Strong project management skills and ability to manage multiple timelines while maintaining high quality work. Serious attention to detail and organization. Creative self-starter with a high-level of initiative and interest in learning new skills. Strong Microsoft Office skills, including Publisher, and interest in learning new technology skills, including video and podcast production/editing. Working knowledge of WordPress, Google Analytics, and Constant Contact. A plus if also knowledgeable about Adobe Creative Suite, Canva, search engine optimization, and various graphic design software or web-based applications.

While performing the duties of this job, employees are regularly required to sit, walk and stand; talk or hear, both in person and by telephone; use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; and lift up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision and the ability to adjust focus.

Position Details

Overall goal: Increase Global Minnesota's visibility among targeted stakeholders and the community at large and to engage people in Minnesota, across a wide range of demographics, in the organization's mission of increasing global understanding.

- Establish Global Minnesota's marketing goals, write key messages, boilerplates, etc.
- Develop and maintain Global Minnesota style and brand guide, templates, and other aids for staff in promoting Global Minnesota, and train staff in best practices.
- Create the weekly e-News through Constant Contact, and targeted event emails. Work closely with Development and Program areas on email communications to their audiences. Review weekly Global Connect e-newsletter.
- Manage, maintain, and evaluate the Global Minnesota website (WordPress), including event registration pages. Work with web designers on website improvements.
- Manage social media with a goal of increased reach. Develop greater use of LinkedIn, YouTube, Twitter, Facebook and others to meet needs and marketing goals.
- Coordinate production of digital/printed annual report, including managing timelines, communicating with staff, editing, writing, working with the designer, printer/online publisher, and other outside vendors.
- Write letters, emails, reports, boilerplates, etc. for use across the organization, including fundraising, and edit letters, grants, communication pieces, etc. as requested.
- Connect with print/online/broadcast media about stories and work with media consultant on projects.
- Manage The World Thread blog, working with internal and external authors on content, graphics, media, and publish, distribute, and market of posts.
- Create professional looking and consistent materials (Publisher), invitations, handouts, ads, and other promotional materials, including design, writing, and coordination with staff. Work with outside graphic designer as needed. (Note: Print marketing items have been paused or adapted for digital use during COVID)
- Brainstorm with staff about audience development and marketing opportunities and create marketing plans for events or special projects.
- Assist with marketing and materials related to the annual Gala and other major events.
- Interview international visitors, Global Minnesota members, teachers, community leaders, and others to learn and share their Global Minnesota stories.
- At events, coordinate media, photography, and graphics, as well as post-event follow up.
- Organize Global Minnesota's photos, logos for staff use, marketing archives, etc.
- Evaluate Global Minnesota marketing and communication efforts – including use of Google Analytics, Constant Contact reports, to make recommendations for future efforts.
- Assist staff in keeping Global Minnesota's brand and marketing opportunities in the forefront.

- Work with vendors to produce Global Minnesota materials on time and on budget.
- Stay up-to-date on trends, research new avenues for Global Minnesota promotion.
- Supervise interns working on marketing and communications.

Other Duties

- Provide backup to other staff across the organization as needed.
- Participate in staff meetings, programs, events, board functions, board committees, fundraisers and more on a regular basis to ensure understanding and support for the organization.
- Assist with other programs and duties as directed by supervisor.

Employment and Benefit Information: This position is a full-time, exempt employee working 40 hours/week. If preferred by the candidate, there is flexibility to work 80 or 90% time (at 80 or 90% salary). Initially, work can be done mainly at home, in-office or hybrid. A more regular hybrid schedule may be requested in spring 2022. Laptop, extra monitor, keyboard, etc. provided. Work would need to be done generally between 8:00 am and 6:00 pm, Monday-Friday, with some early mornings, later evenings or weekends for programs/events.

Salary is \$40,000 to \$55,000, based on relevant experience. Global Minnesota offers a full compensation package including salary, paid vacation, paid holidays, paid sick leave, health insurance, dental insurance, long-term disability insurance, parking, opportunities for professional development, employer contribution to a retirement fund, optional pre-tax employee contribution to a retirement fund and optional pre-tax employee contribution to a Health Savings Account. Our team regularly has opportunities to learn from global and business leaders.

Confidential Application Process: Send a resume and cover letter to Paula Fagbule, Administrative Coordinator, at info@globalminnesota.org. Applications will be reviewed as received.