



Communications & Development Manager

Purpose

This position plays a key role in connecting the work of the External Relations and Development teams at ServeMinnesota as well as AmeriCorps programs and funders. Objectives include strengthening the organization's ability to communicate and raise funds for its evidence-based results, impact, and innovations to achieve ServeMinnesota's vision. ServeMinnesota is committed to fostering a welcoming and inclusive environment united by our shared mission.

Essential Job Functions

1. Manage organizational messaging and develop clear and timely marketing collateral for funders, AmeriCorps programs, community stakeholders, legislators, prospective AmeriCorps members, and staff, ensuring adherence to brand standards across the organization.
2. Manage media outreach and collaborate with consultants as needed.
3. Plan and manage events, which highlight service opportunities, engage communities, and other brand raising activities.
4. Serve as the chief liaison between the Development and External Relations departments.
5. Manage development functions with prospecting, grant writing and grant reporting.
6. Hire and supervise the Campus Ambassadors through the University of Minnesota partnership.
7. Provide services that consistently support ServeMinnesota's ability to inclusively engage Minnesotans from a diversity of backgrounds as grantees, service recipients, AmeriCorps members and partners.

Other Job Functions

Impact Communications, Cross-Departmental Partnerships & Coordination (70%)

1. In partnership with the V.P. of External Relations, create and produce (or provide feedback on) all organizational materials (digital and print) with adherence to brand standards. Manage versions and updates, and serve as a consultative partner to all departments in ensuring brand cohesion on all external-facing materials.
2. Ensure detailed attention to equity and inclusivity through advocacy, thought leadership, community partnership and other impact-related materials, such as issue briefs, talking points for senior leaders, case studies, and presentations.
3. Develop relationships with relevant marketing, communications, PR, creative, digital and talent counterparts at AmeriCorps programs to support recruitment efforts

4. Produce press releases and manage media follow up. Coordinate staff spokespeople, gather visuals and respond quickly to all inquiries.
5. Manage work of external consultants as needed.
6. Manage the photo, video, materials and messaging library.
7. Seek out opportunities for raising brand awareness and positioning ServeMinnesota experts in the field, including earned media and recognition opportunities.
8. Provide research, logistical, and safeguarding support on photo/filming projects with programs to ensure AmeriCorps' impact is portrayed accurately and ethically; connect contractors with relevant partners, participate in briefing calls, and attend photo/filming trips as required.
9. Develop and execute comprehensive promotional plans and manage logistical details for a variety of ServeMinnesota events, and coordinate the organization's participation in other community or issue-related events as needed; share learning with colleagues. Complete follow-up tasks and attend events as needed.
10. Direct logistical support and grantee relationship management for stakeholder site visits; coordinate with the other departments as needed.
11. Develop relationships with post-secondary institutions to increase brand awareness of AmeriCorps programs. Lead the team of part-time employees as AmeriCorps Ambassadors on college campuses. Coordinate with other departments and AmeriCorps programs to implement cohesive college recruiting plan through Ambassadors and event attendance.
12. Create and manage an organizational calendar including events, campaigns, content, etc. that provides a complete picture of External Relations activities.

Development Manager/Grantee Relationships (30%)

1. In collaboration with the Development Team, manage and develop solid relationships with programs and community partners, grounded in trust and respect. Partner with the Chief Advancement Officer to conduct research and assess concept notes/proposals for potential funders.
2. Organize and coordinate with other teams to launch and maintain program innovations with grant writing and external communications. This includes newly developed innovations through programs and ServeMinnesota initiatives. Produce summarized reports for stakeholders.
3. Expand the capabilities of Bloomerang and HubSpot so Development Team and full organization can make best use of the platforms; direct and support data collection and maintenance of these systems; create reports on impact data as required; build proficiency in Bloomerang and HubSpot with the potential to attend or host trainings.
4. In partnership with the Chief Advancement Officer, Director of Development, Sr. Development Manager, Development Managers and Grants Management Associate, maintain strong working relationships with funders; support grant writing and communication needs.

5. Provide leadership for the development of event strategies and assist with preparation and execution.
6. Manage and conduct portfolio and issue-related research during annual prospect identification campaign.

Job Qualifications

Minimum

- Bachelor's degree in English, Journalism, Public Relations or related communications field.
- 5-7 years of experience in communications, public relations, marketing or fund raising.
- Experience with managing multiple priorities.
- Expertise in all major business software applications (Adobe Creative Suite, Microsoft Office, etc.).
- Proven editorial skills. Outstanding command of the English language.
- Audience development and subscription strategies experience a plus.
- Crisis communications experience a plus.

Preferred

- Preferred candidates will have a variety of experiences working effectively with diverse populations, representing the communities we serve in Minnesota.
- Multilingual abilities a plus.
- Clear articulation of the business goal behind the creation of a piece (or series).
- Leadership skills required to define and manage a set of goals involving diverse contributors and constituents.
- Project management skills to manage deadlines within organization and ongoing campaigns.
- A willingness to embrace change and adapt to emerging strategies.
- Ability to manage multiple tasks simultaneously and meet multiple deadlines
- Ability to work both independently with general supervision and as part of a project team
- Ability to think strategically in relationship building and partnership development
- Excellent interpersonal skills and partnership focus. Proven ability to build relationships with marginalized communities, trust, and rapport.
- Emotional Intelligence – Individual must be self-aware, have strong interpersonal skills, is adaptable, and able to collaborate with stakeholders all levels.
- Social Justice – The individual should have a strong belief in community service as a strategy to solve our nation's most pressing issues

Workplace

At ServeMinnesota, we are highly invested in the success of our people. We strive to make it an awesome and inclusive place to work and we recruit passionate people. We are looking for people who are energized by making an impact in our communities through national service.

This position is available to all, without regard to Race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, familial status, disability, sexual orientation, or age. It is also unlawful to retaliate against any person who files a complaint about discrimination. In addition to filing a complaint with local and state agencies that are responsible for resolving discrimination complaints, you may bring a complaint to the attention of the AmeriCorps Agency.

AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

This position is based downtown Minneapolis but currently working a hybrid schedule. The salary is \$64,000-72,000.

ServeMinnesota requires all employees to be vaccinated for COVID-19, the only exception to this requirement is an approved medical or religious exemption.

Please submit a resume. Instead of including a cover letter, please answer each of these questions in either the body of the email or as a separate attachment, so we can get a better idea of your experience and interest in this position and our organization:

1. Why are you interested in ServeMinnesota and this particular position?
2. How does your experience align with the Essential Job Functions and Minimum Qualifications of this position?

Submit applications to lisacarlson@serveminnesota.org.

Open until filled.