



**Job Title: Marketing and Communications Coordinator**

**Annualized FTE: 1.0FTE**

**Closing Date: Priority Deadline, July 28, 2023**

### **Organization:**

Minnesota Alliance With Youth (the Alliance) works in partnership with youth to ensure that ALL young people have equitable educational opportunities that foster their individual assets, honor their voices, and prepare them to reach their goals. The Alliance accomplishes this mission through our core organizational values of equity, quality, and collaboration.

### **Position Overview**

The Marketing and Communications Coordinator will play a crucial role in telling the Alliance's story, manage our brand, and engage our stakeholders through various communication channels. This position will report directly to the Lead Communications and Development Officer.

The ideal candidate for this position will exemplify a commitment to diversity, equity, inclusion, and belonging. They will also have excellent communication skills, attention to detail, creativity, and an ability to manage multiple projects, priorities, and deadlines.

### **Responsibilities**

Essential functions include:

- Support strategic equity, diversity, and inclusion efforts at the Alliance and perform all essential functions with an equity lens

### **Storytelling and Brand Management**

- Implement and execute the Alliance's communications plan and strategy
- Develop compelling content for digital channels, including blog posts, articles, newsletters, social media posts, event descriptions, and website copy
- Collaborate with communication vendors to ensure high-quality output and timely delivery
- Work closely with Alliance staff to maintain consistent messaging and branding in all print and online materials
- Support fundraising and donor campaigns

### **Social Media**

- Develop and implement social media content calendars to maintain an engaging presence across platforms
- Create and schedule social media posts, monitor interactions, and respond to comments and messages promptly
- Identify and implement strategies to increase social media engagement, followers, and reach

### **Website**

- Maintain and update organizational webpage using WordPress, ensuring that content is accurate and up to date
- Create and share blog posts aligned with organizational programming
- Optimize content for search engine optimization (SEO) to improve visibility and organic traffic
- Coordinate with Software for Good to ensure website is fully functional (updates, errors, etc)

### **Printed Materials**

- Collaborate with Alliance staff to create printed materials (one pagers, banners, flyers, postcards, etc) that meet the needs of the Alliance's programs
- Develop and produce the Annual Report showcasing the organization's progress and successes.
- Monitor and assist with inventory of printed communications materials

### **Earned Media and Media Relations**

- Craft press releases and foster relationships with local and statewide media to raise awareness of our work
- Collaborate with Alliance staff and stakeholders to create opportunities for site visits, interviews, and news opportunities
- Coordinate media interview requests and logistics as needed

### **AmeriCorps Member Recruitment**

- Support Alliance Recruitment team in filling up to 150 AmeriCorps positions annually
- Provide updated recruitment and outreach materials and content
- Create customizable social media assets for partner sites and communities
- Collaborate with Recruitment Team on effective recruitment strategies

### **Email Listserv**

- Develop content and manage the Alliance's general listserv, as well as monthly/quarterly programmatic newsletters

### **AmeriCorps Gear**

- Work with AmeriCorps program staff to identify gear needs for members
- Manage relationship with gear providers and ensure gear ordering, design and delivery is executed efficiently and effectively
- Ensure compliance with with AmeriCorps branding regulations and requirements

### **Requirements**

- An understanding of the concepts of institutional and structural racism and bias and their impact on underserved and historically excluded communities
- Strong commitment to the Alliance core values of equity, quality and collaboration
- 3-5 years of marketing and/or communications experience or in a similar role
- Proven experience in creating engaging content for various digital platforms
- Proficiency in WordPress, social media management tools, and email marketing platforms
- AmeriCorps program experience preferred, or similar programming experience
- Familiarity with media relations and earned media strategies
- Excellent organizational skills that reflect ability to perform and prioritize multiple tasks seamlessly with excellent attention to detail
- Strong communication and interpersonal skills, with the ability to effectively collaborate with diverse stakeholders
- Experience incorporating the perspectives of multiple communities, including communities of color in the consideration of impacts and outcomes of their work
- Experience working with youth and/or strong commitment to creating spaces for youth voice and success
- Ability to work occasional evenings and weekends
- Ability to perform sedentary work as required

## Typical Work Environment

The physical demands described here are representative of those that must be met by an individual to successfully perform the essential functions of this job.

- Able to work at a computer for up to 8 hours per day
- Able to work in environment that is quiet but with many people demanding attention
- Able to frequently stand, walk, sit, and climb in performing duties in the office and for onsite and offsite meetings and events
- Able to maintain regular operation of normal office machines (telephone, computer, copier, and other office machines) is required
- Able to work independently with minimal supervision
- Able to work evening and weekends for meetings and events
- Able to travel to community partner locations in the Twin Cities metro area and in Greater MN (St. Cloud, Duluth, Grand Rapids, Bemidji, Moorhead, Mankato, etc.)

## Compensation and Benefits

Salary range is \$47,271.41 - \$53,204.39, plus excellent benefit package. 40 hours per week/52 weeks per year. Office located in NE Minneapolis, MN - Hybrid Work schedule is available.

**To apply**, interested candidates must complete a cover letter, resume, and provide a short writing sample (newsletter blurbs, etc.) and up to three examples of social media posts. Please send all required materials electronically to Kita Yang at [kyang@mnyouth.net](mailto:kyang@mnyouth.net) and include in the subject line *Marketing and Communications Coordinator*. **Priority deadline to apply is Friday, July 28, 2023, but will remain open until filled. Interviews will be conducted on a rolling basis. Anticipated start date is early September 2023.** No phone calls please. To learn more about the Minnesota Alliance With Youth, visit our website at: [www.mnyouth.net](http://www.mnyouth.net).

Minnesota Alliance With Youth is committed to hiring staff people who reflect the diversity of the Minnesota communities we serve. Studies have shown that women and people of color are less likely to apply for jobs unless they believe they meet every one of the qualifications as described in a job description. We are most interested in finding the best candidate for the job, and we encourage you to apply, even if you don't believe you meet every one of our qualifications described. We are committed to recruiting and engaging individuals without regard to disability, gender, race, religion, or sexual orientation. We are committed to equity and are particularly interested in receiving applications from a broad spectrum of individuals.

- Reasonable accommodations provided upon request.
- This document is available in alternative formats.

This position is funded by AmeriCorps. Employment is contingent on the successful completion of required background checks.