



**Position Title: Communications and Development Associate**

Department: Development/Administration

Reports To: Development Director

FLSA Status: Full-time; Exempt

Posting Date: March 28, 2017

The International Institute of Minnesota seeks a Communications and Development Associate who is creative, self-directed, and eager to contribute to a dynamic multicultural organization deeply rooted in the livelihood of New Americans in Minnesota. As the Institute expands its fundraising, grows its footprint and services with a capital campaign and celebrates its 100<sup>th</sup> Anniversary, we seek an energetic communications professional who can write engaging stories, contribute to building a strong identity for the Institute, and maintain the systems necessary to connect our donors, volunteers, and partners to the success of New Americans in our shared community.

Primary responsibilities:

- Use a mission-driven communications approach to build a strong organization identity, inspire volunteer and donor loyalty, and increase fundraising.
- Develop annual content marketing strategy and creative calendar.
- Create and edit effective content for:
  - Quarterly e-newsletter
  - Website and blogposts
  - Social media (Facebook, Twitter and Reddit)
  - Direct mail and email campaigns, including annual appeal
  - Special events promotion
- Manage multiple deadlines, budget, production, and print calendars for the on-time delivery of the annual report, e-newsletter, and mail campaigns in collaboration with contract graphic designer.
- Develop and execute a social media strategy that allows the organization to connect with its supporters.
- Review website, email, and social media analytics to make recommendations on how to improve the organization's communications and development efforts.
- Field media inquiries, conduct initial intake, assign to staff, schedule interviews, and track outreach.
- Coordinate quarterly Breakfast Circles, outreach events, and community presentation requests. Maintain accurate RSVP records and audience contact information for each outreach activity.
- Customize, maintain, and update content on [www.iimn.org](http://www.iimn.org), a WordPress website.

### Secondary responsibilities:

- Coordinate the production of video and photography with external consultants and manage media and photo archive.
- Develop creative and impactful GIVEMN marketing appeals and manage organization's presence for Give to the Max Day.
- Generate mailing lists, segment audience communications, run reports, and track audience participation in GiftWorks and MailChimp.
- Organize and edit donor and grants lists for annual report and recognition materials.
- Copyedit communications materials, PowerPoint presentations, and other media and publications as assigned.

### Qualifications

The communications and development associate should have, at a minimum, a Bachelor's degree in Marketing, English, Journalism, communications, or a related field and three years work experience in communications. Two years of additional work experience in a similar environment would be considered as a substitute for a Bachelor's degree.

### Candidates must be:

- Clear writers able to translate stories into a compelling, mission-focused narrative
- Experienced working in social media management platforms, such as Hootsuite
- Sensitive to privacy and professionalism in working with diverse agency clients. Excited about building relationships and conducting interviews with individuals with limited English and from many cultures. Deep appreciation for the values of cultural exchange
- Capable of facilitating organization-wide support for media interviews, event planning and community events
- Excellent copyeditors, knowledgeable in AP style
- Appreciative of the importance of visual design
- Effective time managers, able to consistently meet deadlines
- Adept and experienced in using a website content management system (preferably WordPress), development databases, and/or constituent relationship management systems
- Proficient in Photoshop and Microsoft Office Suite, particularly Word, Excel, PowerPoint. Familiarity with design programs (Adobe Creative Suite, InDesign or Illustrator)

### Preferred experience:

- Experience working in a multicultural environment or with individuals with limited English
- Previous experience administering a donor database or constituent relationship management platform
- Media relations

The International Institute of Minnesota is an equal opportunity employer.

To apply, send cover letter, resume and writing sample to [CErtz@iimn.org](mailto:CErtz@iimn.org) by April 14, 2017. Please include "Communications and Development Associate" in the subject line.