



Job Title: Communications and Development Associate

Department: Development/Administration

Reports To: Development Director

FLSA Status: Full-time; Exempt

Posting Date: August 8, 2019

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. 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 community.

Position Purpose:

This position works primarily within the development, communications, special events and volunteer program functions and is the lead implementer of the communications and marketing program of the Institute.

Primary responsibilities:

- Use a mission-driven communications approach to build a strong organization identity, inspire donor and volunteer loyalty, and increase fundraising.
- Develop annual content marketing strategy and creative calendar.
- Create and edit effective content for:
 - Monthly e-newsletter
 - Website and blogposts
 - Social media (Facebook and Instagram)
 - Direct mail and email campaigns, including fundraising appeals
 - Institute annual report
 - Special events promotion
- Create, update and maintain printed and digital materials and presentations using Adobe Creative Suite, Canva and Power Point.
- Develop and execute a social media strategy that allows the organization to connect with and engage its supporters.
- Manage multiple deadlines, budget, production, and print calendars for the on-time delivery of the annual report, e-newsletter, event invitations and regular direct mail campaigns in collaboration with contract graphic designer.
- Analyze website, email, and social media analytics to make recommendations on how to improve the organization's communications, acquisition and development efforts.
- Field media inquiries, conduct initial intake, assign to staff, schedule interviews, and track reach.

- Coordinate community presentation requests. Maintain accurate RSVP records and audience contact information for each outreach activity. Represents the organization at outreach events.
- Customize, maintain, and update content on 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 Neon (CRM) and MailChimp.
- 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:

- Strong 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 and share 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 Adobe Creative Suite and Microsoft Office Suite.

Preferred experience:

- Graphic design and/or photography experience highly valued
- Previous experience administering a donor database or constituent relationship management platform
- Media relations
- Experience working in a multicultural environment or with individuals with limited English

To Apply:

The International Institute of Minnesota is an equal opportunity employer. Former refugees, New Americans and people of color are highly encouraged to apply.

Send cover letter, resume and writing sample to KRaleigh@iimn.org by August 30, 2019. Please include "Communications and Development Associate" in the subject line.