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**Job Title: Communications Manager**

**Department:** Development/Administration

**Reports To:** Development Director

**FLSA Status:** Full-time; Exempt

**Salary Range:** \$66,000 – \$70,000

**Prepared Date:** March 15, 2022

**Organization Description:**

With more than 26 million refugees worldwide waiting to begin new lives and an increasing workforce shortage in Minnesota, the Institute's programs and mission are more important than ever. Since 1974, the International Institute of Minnesota has resettled 25,000 refugees in the Twin Cities and remains one of the largest sponsors of refugees statewide. Its immigration and citizenship services have helped more than 15,000 immigrants apply for U.S. citizenship since 2001. As a nationally recognized leader in education and workforce development, the Institute has trained and placed more than 3,000 New Americans into healthcare careers in Minnesota. The Institute is currently undergoing a \$13 million capital campaign to expand its Como Avenue facility to serve 500 additional participants in its education and career pathways annually.

**Position Purpose:**

This position works primarily within the development, communications, special events and volunteer functions and is the lead implementer of the communications related functions of the Institute's development team. It also provides strategic direction on program marketing, leads the Institute's brand standards, and supports media relations.

Primary responsibilities:

- Maintain and strengthen organization reputation, inspire donor and volunteer loyalty, and increase visibility with external stakeholders.
- Serve as the internal reporter for the organization to amplify key messages and enhance the Institute's reputation.
- Create and maintain content for [www.iimn.org](http://www.iimn.org), a WordPress website.
- Write and edit effective marketing content for:
  - Monthly e newsletter
  - Website and blog
  - Social media (Facebook, Twitter and Instagram)
  - Annual report
  - Media releases
  - Special events
- Manage contracts and budgets with graphic designer, contract writer, website and digital marketing vendors.
- Interview and write client testimonials that inspire future students, clients, and stakeholders.

- 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, newsletters, and event invitations in collaboration with contract graphic designer.
- Analyze website, email, and social media reach to improve the organization's communications with target audiences.
- Field media inquiries, conduct intake, coach spokespersons, schedule interviews, and track reach.
- Represent the organization at outreach events.

Secondary responsibilities:

- Coordinate the production of video and photography with external consultants and manage media and photo archive.
- Design graphics, create, update, and maintain printed and digital materials and presentations using Canva and Power Point.
- Copyedit communications and marketing content.

Qualifications:

The communications manager should have, at a minimum, a bachelor's degree in journalism, marketing, English, communications, or a related field and a minimum of five years' work experience in journalism, marketing, or communications. Three years of additional work experience in a similar environment would be considered as a substitute for a bachelor's degree.

Candidates must be:

- Fully vaccinated for COVID-19.
- Strong writers able to translate stories into a compelling, mission-focused narrative.
- Experienced in media and public relations, capable of facilitating organization-wide support for media interviews, speechwriting, and community events.
- Effective time manager, able to consistently meet deadlines.
- Adept and experienced in using a website content management system (preferably WordPress) and social media management platforms.
- Excellent copyediting skills, knowledgeable in AP style.
- Able to build relationships and conduct interviews with individuals with limited English from many cultures and share appreciation for the values of cultural exchange.
- Sensitive to privacy and professionalism in working with diverse agency clients.

Preferred experience:

- Writing for donor stewardship and fundraising
- Proficient in Adobe Creative Suite
- Experience working in a multicultural environment and with individuals with limited English proficiency
- Knowledge of U.S. immigration policy, human rights, or related topics

**Physical Demands:**

- Use of manual dexterity, tactile, visual, and audio acuity.
- Use of repetitive motion, prolonged periods of sitting, and sustained visual and mental applications and demands.
- Occasional lifting (up to 25 pounds), bending, pulling, and carrying.
- Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**EEO Statement:**

The International Institute of Minnesota is an equal opportunity employer. All applicants will be considered for employment without attention to race, color, religion, sex, sexual orientation, gender identity, national origin, veteran, or disability status.

**To Apply:**

Former refugees, New Americans, and people of color are highly encouraged to apply. Send cover letter, resume and two professional writing samples to [CErtz@iimn.org](mailto:CErtz@iimn.org). Applications without a cover letter, resume, and two professional writing samples may not be considered.

Please include "Communications Manager" in the subject line. No phone calls or walk-ins please. Position is open until filled.

Revised: 3/15/2022