



INTERNATIONAL INSTITUTE
of Minnesota

Job Title: Marketing and Communications Coordinator

Department: Development/Administration

Reports To: Development Director and Communications Manager

FLSA Status: 1.0 FTE, Exempt

Salary Range: \$46,500 to \$53,500 annually

Prepared Date: 8/9/2022

Organization Description:

The International Institute of Minnesota (IIM) is a fast-paced, innovative organization with talented staff who are mission driven and support one another in their work. Since 1974 IIM has resettled 25,000 refugees in the Twin Cities and remains one of the largest sponsors of refugees statewide. Its immigration and citizenship services helped nearly 15,000 New Americans achieve U.S. citizenship since 2001. From 2012 to 2018, IIM experienced exponential growth, establishing the organization as an expert in education and workforce development for immigrant and refugee communities. With more than 21 million refugees worldwide waiting to begin new lives, and an increasing workforce shortage in Minnesota, IIM's programs continue to be in demand and important abroad and in Minnesota.

Purpose:

This position works primarily within the development, communications and special events function to coordinate digital marketing and support Communications Manager with social media, website and email communications. It also helps plan and coordinate special events and outreach.

Duties and Responsibilities:

Communications support (approx. 50%):

- Work with Communications Manager to write, edit, coordinate, design and publish content for:
 - Social media (Facebook, Twitter, Instagram and LinkedIn)
 - Monthly e-newsletter
 - Website and blog
 - Annual report
 - Media releases
 - Special events
- Contribute to and edit mass emails, including creating email lists, designing emails and reporting on email performance using CRM platform and Mailchimp software.
- Edit existing marketing materials in Canva or Adobe Creative Suite.
- Design graphics, create, update and maintain printed and digital materials and presentations using Canva and Power Point.
- Contribute ideas to and support a social media strategy that allows the organization to

connect with and engage its supporters.

Digital marketing (approx. 40%):

- Leverage technical knowledge, including experience working with WordPress, CRM platforms, Google Analytics and Google Ads Manager to pull analytics, analyze and compile regular performance reports for:
 - www.iimn.org, a WordPress website
 - Email newsletters
 - Special event communications
 - Social media posts
 - Program recruitment and marketing
- Identify actionable insights from data to implement strategies that improve the organization's communications with target audiences

Events coordination and outreach (approx. 10%):

- Help plan and coordinate quarterly Breakfast Circles and other special events.
- Represent the organization and/or recruit internal volunteers for presence at community outreach events.
- Write online and print event marketing materials, manage guest lists and database report generation and guest data post event.
- Support events with set-up and clean-up before, during and after events.
- Manage inventory and storage of outreach and event supplies and signage.
- Other duties as assigned by manager.

Requirements:

The Marketing and Communications Coordinator should have, at a minimum, a bachelor's degree in journalism, marketing, English, communications, or a related field and a minimum of three years' work experience in marketing or 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:

- Proficient in WordPress and CRM platforms.
- Knowledgeable about digital marketing, retargeting and email campaigns.
- Experienced in a wide array of social media applications.
- Effective time manager, able to consistently meet deadlines.
- A strong writer and editor.
- Sensitive to privacy and professionalism in working with diverse agency clients.
- Fully vaccinated for COVID-19.

Preferred experience:

- Strongly preferred experience with Google Analytics and Google Ads Manager.
- Proficient in Adobe Creative Suite.
- Experienced in event coordination and support.
- 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:

International Institute of MN 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 or digital marketing samples** to Ablackwood@iimn.org. Please include “Marketing and Communications Coordinator” in the subject line. No phone calls or walk-ins please. Position is open until filled.

Revised: 8/9/2022