

## Marketing & Communications Associate

- ★ Our preferred candidate will have introductory experience building and managing purpose-driven campaigns for multiple audiences with strengths in written and visual communication and project management.
- 📍 Office located in northeast Minneapolis, with co-defined hybrid workspace arrangements available
- 🕒 Full Time, exempt, with co-defined flexible scheduling available
- 👤 Supervised by the director of marketing and communications  
Other staff include the executive director, directors that oversee core programs, and other positions focused on program delivery and operations
- 🌐 We work with our team to create a comfortable and accommodating work environment for people of all abilities and identities
- ⚠️ COVID-19 related public health requirements observed for internal collaboration  
COVID-19 related public health recommendations observed for external collaboration  
COVID-19 vaccination required
- 🚗 Contract parking, secure bicycle storage, and public transit allowance available
- 🏠 On-site fitness center available (paid for by GiveMN)
- ✈️ Occasional Greater Minnesota and/or overnight travel requested (paid for by GiveMN)
- 📖 Professional development allowance available, separate from compensation
- 📶 Wireless connectivity allowance available, separate from compensation
- 📅 Generous Paid Time Off (PTO) available
- ❤️ Philanthropic matching gifts, volunteer matching gifts, and volunteer time off available
- 🏥 Medical, dental, vision, disability, and life insurance and health savings account available
- 💰 \$47,346 - \$56,524 starting annual salary, depending on qualifications  
Performance and benchmark compensation increases available annually  
Traditional and Roth 401k available with employer Safe Harbor match and discretionary contributions

### Why This Job Is Important

Powering every successful nonprofit is a dynamic vision, mission-motivated people, and development strategies that engage thoughtful and generous communities.

GiveMN provides sector-leading tools and services to advance the mission pursuit of Minnesota's nonprofit organizations. We're looking for a strategic colleague to help us build relationships with the donor and community partners that power our work, while helping us to continue to grow our service to nonprofits.

As the GiveMN marketing and communications associate, you'll play a central role in engaging multiple stakeholders groups in some of the biggest opportunities for growing giving across our state while also working with the GiveMN team to identify and engage new audiences for generosity and mission-aligned partnership.



## How You Will Be Spending Your Time

- In an average week, you will likely spend 16 hours managing email marketing, web, and social media engagement strategies and implementation, 10 hours assisting with story partner identification and relationship building and audience segmentation, 6 hours leading campaign execution for established and recurring projects, and 8 hours meeting with and supporting other team members, projects, and community connections
- Building relationships with mission partners to identify, evaluate, and secure marketing and communications opportunities that expand awareness of and engagement with GiveMN's mission and program areas
- Supporting the work of GiveMN's executive director, staff, board members, and mission partners in building relationships with media outlets
- Planning and executing media opportunities that bring multiple mission partners together
- Building the capacity of partner organizations to develop communications strategies that expand philanthropic support for their organizations and teaching them to utilize available tools and resources to improve their communications outcomes
- Sometimes you'll be 100% focused on a single project, and at other times you'll be managing several projects at once
- Occasionally traveling to support program delivery and communications opportunities
- Collaborating with a growing team of nonprofit fundraising and engagement professionals

## What You Are Good At

- You're an effective communicator, able to share ideas effectively
- You're a writer, excited to find your GiveMN voice and communicate ideas through compelling language
- You're a synthesizer, able to put together the right information at the right time, think critically about it, and make important choices wisely
- You're an executer, able to efficiently organize tasks, focus on details, and meet deadlines
- You're strategic, knowing how to prioritize what should be done, and why it needs to be done
- You're empathetic, listening first to seek 'why'
- You're creative, energized by building something new
- You lead with yes, embracing possibility and affirming creativity
- You're a conversation starter, excited to share opportunities and impact with our partners while learning about their priorities and communicating GiveMN's work with their unique needs in mind
- You're a humble facilitator and coach, sharing knowledge with our partners while learning from their experiences and adapting your support to their unique needs while acknowledging the limits of your lived experience and expertise
- You work well across multiple lines of difference, including race, gender, identity, disability, ideology, and religion
- You're a problem solver, having the ability to make the complex simple and help others understand your strategies
- You're resourceful, eager to innovate in environments with sometimes limited resources



## What You May Have Done

The best candidate for this position is someone who has introductory experience with:

- Writing compelling web, email, social, and traditional media copy that inspires action
- Assisting with marketing initiatives to ignite donor generosity and grow client partnerships
- Managing projects, including tracking deadlines and accountabilities, across a multi-function team
- Capturing impact stories from strategic partners and stakeholders
- Supporting executive communication with media partners
- Responding to and coordinating earned media opportunities
- Planning and coordinating visual communications to complement written content
- Supporting sales pipeline communication with client partners
- Tracking communication efficacy including engagement metrics and impact reporting
- Communicating ideas and opportunities with clear and compelling calls-to-action
- Working across multiple lines of difference, including race, gender, identity, disability, ideology, and religion
- It would be a plus if you had experience with:
  - Greater Minnesota communities
  - Engagement across multiple communication channels
  - Digital engagement tools and strategies, such as social media management tools, bulk email management platforms, digital fundraising tools, or web content management

## A Little More About You

The GiveMN team is small but mighty, working collaboratively and energetically to advance multiple priorities simultaneously. The best fit for GiveMN is someone who might describe themselves as:

- Passionate, hardworking, and self-motivated
- Easy going, always taking the mission more seriously than themselves
- Focused, thriving on deadline-driven work in a relaxed environment
- Flexible, comfortable navigating uncertainty and adapting to change
- Strategic, identifying and balancing short- and long-term risks and benefits
- Data savvy, able to interpret quantitative data to inform qualitative strategies
- Risk tolerant, open to trying new ideas, learning from mistakes, and continuously improving
- Confident, yet humble, as comfortable inspiring others as you are communicating to large audiences and influential leaders
- Curious, never satisfied until you have explored numerous possibilities and perspectives



## Applying For This Job

To apply for this job, submit a digital file of your resume and an introductory letter to Dan Moore, director of operations, via [givemn.org/jobs/apply](https://givemn.org/jobs/apply). If you'd prefer, you may email materials to [jobs@givemn.org](mailto:jobs@givemn.org); do not submit an application to both channels. Your introduction should be no longer than two pages and should clearly address the following questions:

- Why are you passionate about GiveMN's mission to ignite generosity and grow giving?
- How does a mindset of abundance inform your approach to marketing and communications?
- In what ways are you meaningfully connected with and accountable to the communities you value? Communities may be defined any way you'd like.
- In what ways do areas of difference in your background and experience influence how you approach your work?
- How have you previously demonstrated the courage to take calculated risks in pursuing results, while learning from both your successes and failures?
- In what kind of work environment are you most productive as a team member and colleague?

GiveMN values experience across multiple lines of difference and strongly encourages candidates of all identities and experiences to apply for this position.

You may also email questions to [jobs@givemn.org](mailto:jobs@givemn.org) if necessary.

## About GiveMN

GiveMN is an independent nonprofit organization working to ignite generosity and grow giving through GiveMN.org, Minnesota's giving marketplace, and RaiseMN, a fundraising coaching and training initiative.

Since 2009, nearly 700,000 donors have made gifts with ease and enthusiasm through GiveMN.org to make a difference for causes in their communities. Through this online marketplace for generosity, and giving events like the annual Give to the Max Day, GiveMN has helped to generate nearly \$300 million for more than 13,000 nonprofits.

RaiseMN serves Minnesota nonprofits through individualized coaching and programs to transform nonprofit fundraising. Focusing on small- to medium-sized organizations, RaiseMN builds more healthy and sustainable fundraising practices so nonprofits can continue to pursue and expand their mission in their communities.

Launched in 2009 by Minnesota Community Foundation, GiveMN is supported by many generous foundation and corporate partners, contributions from individual donors, and revenue from its programs.

## Equal Opportunity Employer

GiveMN values experience and success in working across multiple lines of difference and strongly encourages candidates of all identities and experiences to apply for this position. GiveMN is an equal opportunity employer.

