

## **Marketing and Communications Manager**

**Organization:** Community Action Partnership of Hennepin County (CAP-HC) is a private 501(c) (3) non-profit organization established in 1986 and offers the following programs and services: Energy Assistance, Financial Literacy, Homeless Services, and Full-Cycle Home Ownership Services. The organization works with community members to help identify and overcome economic barriers; and works to establish services, programs and partnerships that address poverty and increase family and economic stability in Hennepin County.

At CAP-HC, our mission is to ensure a life of dignity and opportunity for those in need throughout Hennepin County. We value:

- Strengthening Communities.
- Eliminating Barriers
- Creating Opportunity
- Building Relationships
- Responsible Stewardship
- Equity and Inclusion

**Position:** A member of the Planning and Development Team, the Marketing and Communications Manager raises client and donor awareness of CAP-HC programs and partnerships and stewards the CAP-HC brand. They are responsible for planning, development and implementation of all CAP-HC's marketing and communications strategies and tactics. This position has no direct reports, though partners with internal staff and vendors on a regular basis to implement marketing activities across paid, owned and earned channels.

The ideal candidate will be a marketing generalist and strong project manager who can successfully take on a variety of projects yet also possesses one or more specialist skills, e.g., graphic design, copywriting, public relations, etc.

CAP-HC is a \$7M private nonprofit human services agency. We make a significant difference in the lives of over 50,000 low-income residents of Hennepin County annually through programs, advocacy and partnerships that increase family and economic security. Due to the COVID-19 pandemic, CAP-HC's services are more needed now than ever.

### **Responsibilities:**

#### **Marketing and Communications Strategy and Execution**

- Create a comprehensive marketing and communications program that will enhance CAP-HC's image and position within the marketplace and the general public;
- Optimize and provide day-to-day management of CAP-HC website and social media platforms;
- Manage relationships with vendors for collateral development and / or media buys;
- Provide editorial direction, design, production and distribution of all CAP-HC publications and op-eds;
- Coordinate media interest in CAP-HC and ensure regular contact with target media and appropriate response to media requests.

#### **Brand Stewardship**

- Ensure articulation of CAP-HC's desired image and position, assure consistent communication of image and position throughout the Organization and with external constituencies;
- Coordinate the appearance of all CAP-HC print and electronic materials such as letterhead, use of logo, imagery, etc. in accordance with CAP-HC style guide;
- Identify and champion brand initiatives that result in greater agency awareness, relevance and engagement with CAP-HC programs.

#### **Planning, Analysis and Budgeting**

- Develop short- and long-term plans and budgets for the marketing and communications function. Monitor progress, assure adherence and evaluate performance;

- Create evaluation systems to measure progress relative to marketing goals that allow for effective prioritization and sharing with the Executive Director and Board;
- Develop and coordinate methods to seek regular input from CAP-HC's key constituencies regarding the quality of programs and services and opportunities for improvement;
- Keep informed of developments in the fields of marketing, communications and public relations; use this information to help the Organization operate with initiative and innovation.

### **Internal Communications and Collaboration**

- Develop, implement and monitor systems and procedures necessary to the smooth operation of the marketing/communications/public relations function;
- Develop and adhere to strong internal processes for collaboration with other functions;
- Act as thought partner for program teams regarding marketing needs, campaign planning, and vendor procurement and management.

### **Other**

- Lead projects as assigned, such as special events;
- Serve as agency representative to community organizations as requested and assigned;
- Perform other duties as assigned that pertain to marketing and communications.

### **Qualifications:**

#### ***Required***

- Bachelor's degree in journalism, marketing, communications, public relations or a related field;
- Demonstrated skills, knowledge and experience in the execution of marketing and communications functions;
- Experience overseeing and executing the design and production of print materials, publications and press releases;
- Experience negotiating with and managing marketing vendors and the media;
- Experience managing budgets;
- Strong oral and written communications skills;
- Strong strategic thinker who can also manage the details of implementation;
- Ability to manage multiple projects at a time;
- Ability to utilize project management skills to effectively collaborate with others;
- Strong analytical skills and data-driven approach to marketing;
- Takes initiative and holds self-accountable for meeting deadlines;
- Proficiency in Microsoft Office Suite, Adobe Creative Cloud, and videoconferencing platforms.

#### ***Preferred:***

- Minimum of 5 years' experience in marketing and communications with demonstrated success, preferably in the not-for-profit sector.

### **Scope of Responsibility:**

- Position has no direct reports; regularly works with others to coordinate media and content development efforts;
- Carries out duties under direction of the Chief Strategy Officer; and
- Makes decisions within the parameters of assigned duties.

**Salary & Benefits:** This is a full-time, exempt position with an annual salary range between \$55K to \$63K

**Location:** CAP-HC is based in St. Louis Park, MN and serves all of Hennepin County.

**Contact:** Please send resume and cover letter to Sam Miller, Director of Human Resources, [smiller@caphennepin.org](mailto:smiller@caphennepin.org).