

Director of Marketing & Communications

- ▶ Our preferred candidate will be a mission-driven, human-first leader with strengths in brand storytelling, content strategy, and fundraising/culture campaigns
- ▶ Office located in Edina, MN, with co-defined hybrid workspace arrangements available
- ▶ Full Time, exempt, with co-defined flexible scheduling available
- ▶ Supervised by the Deputy Executive Director, Chief Impact Officer
- ▶ Other staff include directors that oversee core programs, and other positions focused on marketing and communications, strategic advancement, 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
- ▶ 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
- ▶ \$83,561 - \$87,846 starting annual salary range
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, values-driven people, and a compelling brand story that invites stakeholders into the mission.

GiveMN provides sector-leading products and services to advance the mission pursuit of Minnesota's nonprofit organizations. We're looking for a strategic colleague to help us build brand awareness to power our work—a strategic colleague to help us expand our reach and grow our service to nonprofits.

As the GiveMN director of marketing and communications, you'll play a leading role in engaging multiple stakeholder groups in some of the biggest opportunities for growing giving across our state while also working



with the GiveMN team to identify and engage key audiences for generosity and mission-aligned partnership.

How You Will Be Spending Your Time

In an average week, you will divide your time between leading the Marketing and Communications team; advancing brand awareness and audience engagement across GiveMN products and services; and collaborating with GiveMN teammates in pursuit of GiveMN's mission and reason for being by:

- Partnering with Strategic Advancement and Community Impact colleagues to best understand GiveMN's audience and develop marketing strategies to maximize the earned income of the organization
- Designing and implementing the communications and public relations program in alignment with organizational priorities and advancement
- Managing and coordinating media relations, special community events, external publications and advertising campaigns as well as representing the organization at public events
- Managing and mentoring the Senior Marketing & Communications Associate and Marketing & Communications Associate roles
- Occasionally traveling to support program delivery and communications opportunities
- Collaborating with a growing team of nonprofit fundraising and engagement professionals

What you're good at

- You're an effective communicator, able to share ideas effectively
- You're a writer, excited to amplify GiveMN's 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 constrained resources



What you may have done:

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

- Managing the work of others with authenticity, accountability, and empathy
- Managing projects, including tracking deadlines and accountabilities, across a multi-function team
- Supporting executive communication with media partners
- Responding to and coordinating earned media opportunities
- 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
 - Website management and search engine optimization techniques, tools, and strategies
 - Digital engagement tools and strategies, such as social media management tools, bulk email management platforms, digital fundraising tools, and web content management
 - Encouraging balance, self-care, and utilization of benefit time to help team members live their best lives

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 jobs@givemn.org. 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 is actively looking for people with a diverse background of lived experiences and identities. We are committed to hiring a staff that is representative of the communities we serve, and strongly encourage candidates of all identities and experiences to apply for this position.

You may also email questions to jobs@givemn.org if necessary. You may also email questions to 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 program.

Since 2009, more than 770,000 donors have made gifts safely and easily through GiveMN.org, making 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 more than \$400 million for more than 14,000 nonprofits and schools.

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.

