



## Marketing & Communications Associate

- ▶ Our preferred candidate will be a mission-driven, human-first team player with strengths in content strategy, fundraising campaigns, and marketing analytics
- ▶ Office located in Saint Paul, MN, 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 other positions focused on marketing and communications, business development, and core program execution.
- ▶ We work with our team to create a comfortable and accommodating work environment for people of all abilities and identities.
- ▶ 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
- ▶ \$54,500 - \$57,200 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

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 Marketing and Communications Associate, you'll play a key role in executing marketing campaigns through targeted outreach to our audiences in Minnesota and beyond.

### How You Will Be Spending Your Time

In an average week, you will divide your time between executing on defined marketing campaigns, management of GiveMN's CRM platform Hubspot, and analyzing marketing campaign results:



- Partnering with Marketing and Communications colleagues to understand GiveMN's audience and execute marketing strategies to maximize the earned revenue of the organization
- Managing and coordinating Hubspot CRM to create, test and launch email campaigns, newsletters and automations
- Work collaboratively and cross functionally with Business Development and Community Impact teams to pull data and metrics for analysis and reporting on core programs and strategies with recommendations to improve future campaigns

### **What you're good at**

- You're a synthesizer, able to put together the right information at the right time, think critically about it, and communicate impact
- 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 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 an organizer, able to maintain and manage large data sets while making insights on performance and trends
- 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 the bottom line

### **What you may have done:**

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

- **A CRM or database platform required** (Hubspot preferred)
- Digital campaign execution
- Executing on multiple marketing projects at once
- Copy edit and proofreading of digital content, with a focus on layout and brand alignment
- Implementing A/B testing for subject lines, audience, and calls to action

### **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
- 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](mailto:jobs@givemn.org).

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](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.

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.

## **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.

