



Communications Manager Longfellow Community Council

Position Description

Reports to: Executive Director

Employment status: Full-time, permanent non-exempt

Salary: \$42,000 - \$48,000

Benefits: Health and Dental, Retirement plan, 20 days PTO plus 12 paid holidays

Schedule: Flexible hours. Some nights and weekends required.

Location: Currently working from home while we locate a new co-working office space in the Greater Longfellow neighborhood of Minneapolis.

Supervises: Volunteers

About the Position

The responsibilities of this role are ultimately expanding and deepening the connection between residents, businesses and the Longfellow Community Council (LCC) in Greater Longfellow. The primary tasks of the Communications Manager is to increase awareness of and resident interaction with LCC throughout the community.

Position Roles and Responsibilities

Communications (75%)

- Develop and implement communication plans for social media and weekly newsletter
 - Monitor daily social media and information sharing using LCC Digital Media Strategic Plan and Social Media Protocol as guidelines
 - Create and send out weekly newsletter
 - Regularly update events calendar
- Website design and maintenance
- Create Welcome Packets for new residents
- Create print and digital media for posters, flyers, trifolds, social media banners, fundraising images, etc. utilizing LCC branding
- Keep archives on events and projects
- Contract work with other neighborhood organizations
- Other duties as assigned

Membership and Outreach (20%)

- Assist with the organization's engagement efforts, guided by the LCC strategic plan
- Utilize outreach to increase the number of people signed up for our newsletter as well as following and engaging with our social media
- Track audience attendance at events
- Attend events and meetings as requested
- Assist staff in developing community events as guided by the LCC Board, committees and programs
- Serve as the staff support for the Events and Engagement Committee of the Board of Directors
- Other duties as assigned

Administrative and Office Maintenance (5%)

- Maintain inventory for books and merchandise
- Edit and maintain LCC online store
- Assist with general office, supply and storage organization
- Weekly staff meeting
- Reports
- Other duties as assigned

Requirements

The ideal candidate for the Communications Manager position will have all or most of the following:

- Previous marketing/communications experience
- Experience working with people of diverse cultures and backgrounds
- Desire to work in a collaborative office environment and in team situations with staff and volunteers
- Analytical abilities, including problem-solving and conflict management
- Proficiency in Microsoft office and Adobe programs
- Proficiency with MailChimp, WordPress, Google Suite, and Square
- Ability to prioritize multiple ongoing projects and responsibilities
- Strong writing and interpersonal communications skills
- Development of creative promotional materials
- Previous experience with event planning
- Familiarity with Minneapolis neighborhoods
- Bilingual applications are strongly desired
- Fully vaccinated against COVID-19 as defined by the Centers for Disease Control (CDC) or be willing to become vaccinated by start date (vaccination card will be required)
- Relatable degree or equivalent combination of education and experience

Personal Qualifications

- Self-motivated; sees what needs to be done and does it
- Organized and detail oriented
- Flexible in work hours, but also in personal approach; willing to lead and follow
- Creative problem solver
- Clear communicator
- Enthusiastic, outgoing, patient and persistent

- Team-oriented, with strong leadership skills and a well-developed sense of camaraderie

About LCC

The Greater Longfellow community is made up of four individual neighborhoods: Cooper, Hiawatha, Howe, and Longfellow. Together, these neighborhoods are represented by the Longfellow Community Council. LCC represents over 21,000 residents and more than 400 businesses, making it the largest neighborhood in Minneapolis both by population and geographic extent.

LCC serves Greater Longfellow by addressing the issues that make the neighborhood livable: community green space, food security, racial justice and safety, development projects, cultural activities, neighborhood attachment, affordable and quality housing, and more. LCC uses a community-organizing model to involve neighborhood residents in the decisions that impact their neighborhood, and is governed by an all-volunteer, community-elected Board of Directors. Together we seek to serve the community and all neighbors by focusing on 1) connecting neighbors to each other and to resources, 2) community identification of issues and solutions, and 3) leadership skill development.

How to Apply

Send your resume and cover letter to Rachel Boeke at rachel@longfellow.org. Applications will be reviewed upon receipt; priority deadline of January 21, 2021. Position will remain open until filled.