



Communications Manager Longfellow Community Council

Position Description

Employment status: Full-time, permanent, exempt

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

Benefits: Health and Dental, Retirement plan, 25 days PTO plus 8 paid holidays and the week between December 25 - January 1

Schedule: Flexible hours, some nights and weekends required

Location: 3101 Minnehaha Avenue, Minneapolis, MN. Combination of on-site and remote work.

Reports to: Executive Director

Supervises: Volunteers, Interns

About the Position

This role manages Longfellow Community Council's (LCC) marketing and communication channels including digital platforms – email, website, and social media accounts. The Communications Manager works closely with other staff to increase awareness of the LCC and engage the community with the organization.

Position Roles and Responsibilities

Communications

- Develop and implement communication plans for social media and e-newsletter
- Create communications strategies and campaigns for new projects, events, and initiatives
- Develop communications budget in collaboration with Executive Director
- Website design and maintenance
- Create print and digital media utilizing LCC branding
- Use communications analytics tools to inform communication strategies
- Potential contract work with other neighborhood organizations and other duties as assigned

Marketing & Outreach

- Utilize outreach to increase the number of people signed up for LCC newsletter and social media

- Serve as graphic designer/artistic director for marketing materials for print and digital
- Manage brand and style guide
- Build visual elements to support LCC brand through photography, videography, and graphics
- Tabling or attending community events
- Assist staff in developing and leading community events as guided by the LCC Board, committees, and programs
- Maintain LCC online store and track merchandise inventory

Administrative & Office Maintenance

- Assist with general office, supply and storage organization
- Attend weekly staff meeting and produce monthly report for Board
- Maintain archives on events and projects
- 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
- Analytical abilities, including problem-solving and conflict management
- Proficiency in Canva, MailChip, WordPress, Google Suite, Square, Instagram, Facebook
- Ability to prioritize multiple ongoing projects and responsibilities
- Strong writing and interpersonal communications skills
- Graphic design experience
- Event planning 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
- Education or training in communications or marketing

Personal Qualifications

- Self-motivated; sees what needs to be done and does it
- Organized and detail oriented
- Creative problem solver
- Clear communicator
- Enthusiastic, outgoing, patient, and persistent
- Team-oriented, with strong leadership skills and a well-developed sense of camaraderie
- Bilingual in Spanish would be a plus, but not required

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, racial justice and safety, housing and development projects, cultural activities, neighborhood identity, 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. LCC serves the community by focusing on 1) connecting neighbors to each other and to resources, 2) community identification of issues and solutions, and 3) organizing initiatives around neighborhood needs.

How to Apply

Send your resume and cover letter to Joel McReynolds at joel@longfellow.org. Applications will be reviewed upon receipt; priority deadline of July 6th. Position will remain open until filled.