



## Position: Marketing and Communications Coordinator

Employment Status: Full Time

Reports to: Development and Marketing Director

**Organizational Background:** Banyan Community is a Christian Community Development Organization that builds relationship and improves lives of youth and adults in the Phillips neighborhood of south Minneapolis. Our programs are divided into three strategies: Develop Youth, Strengthen Families, and Create Community. Banyan believes that when youth, family, and community are synchronized the greatest progress is made on education and poverty.

**Banyan Community seeks a Marketing and Communications Coordinator** to work directly with the Development and Marketing Director in representing the organization through language, website, digital and social media, and print materials. In addition to the technical skills and experience listed below, candidates must be an enthusiastic fast-learner, highly organized, creative, and enjoy working with youth and adults alike in a collaborative, community environment.

This role has primary responsibility for the execution of a comprehensive marketing and communications plan that prioritizes meaningful communication, builds awareness of Banyan's mission, and increases active engagement among current and potential donors, supporters, and program participants. The Marketing and Communications Coordinator is responsible for supporting communication with key constituencies of Banyan, including project management, graphic design, social media, brand management, and web presence. This position is a key member of the Development and Marketing Team, and works collaboratively with program teams to ensure integrated messaging across the organization.

### A candidate must

- Be a clear and compelling writer with past examples of informational or promotional writing
- Be adept at learning new things, willing to create content and materials quickly, and enjoy juggling a myriad of tasks
- Have experience managing website content in Wordpress and some knowledge of HTML/CSS
- Have experience working with content management systems or digital communication platforms
- Have experience creating social media content and utilizing SEO
- Have experience with photography and photo editing
- Have experience working in communications, marketing or external relations
- Be collaborative, communicative and responsive to feedback

### Job Responsibilities

**Communications:** assist in the development of annual communication plan and budget, aimed at enhancing external engagement with Banyan's mission.

· Communications: Implement an annual communications plan across mediums that supports the goals of the organization. Adjust plan as needed to respond to emerging opportunities and priorities. Writes and edits copy.

· Brand Management and Awareness Building: Manage brand and develop awareness strategies, including messaging content and maintaining a brand identity platform.

· Graphic Design: Develop consistently branded collateral in both digital and print formats. Vet and manage relationships with external graphic design vendors when needed.

· Website: Maintain and update Banyan's website including publishing new and relevant content. Troubleshoot minor website fixes. Manage relationships with web development vendors to keep website up to date and functioning.

· Social Media: Develop social media goals and content, implement social media strategy related to organizational goals. Responsible for community management and engagement on all social platforms.

· Plan, design and manage all print and electronic collateral including the Annual Report, mass emails, brochures, and other materials as required. Oversee and maintain relationships with print and promotional vendors, photographers, and videographers.

· Media & Public Relations: Coordinate public relations efforts by producing press releases or content and develop and maintain relationships with local media outlets. Monitor Banyan's presence in the media, including social media.

**Development:** Support execution of the annual development plan. This includes:

- Individual Donors: Support communications to individual donors including designing and formatting content for direct mail, mass emails, and appeals.
- Fundraising Events: Create and implement communication strategies for all fundraising events, including designing and formatting sponsorship packet, invitations, event emails, social posts, event collateral, and pre- and post-event communications.
- Direct Mail: Format and design print and electronic communications including monthly revision of some donor acknowledgements.

**Marketing:** Develop annual marketing plan to support program growth. Marketing plan includes:

- Recruitment and Retention Strategies: Collaborate with program staff to scope, create, and prioritize new ideas and campaigns. Develop and implement marketing strategies aligned with various campaigns including social media, collateral, mass emails, etc.
- Analytics: Measure the effectiveness of marketing campaigns and report monthly analytics to better inform future campaigns. Maintain Google Analytics for organization. Analyze and draw insights from social media, SEO, and email metrics.

### **Position Qualifications**

**Experience:** Experience working in a mission-centered organization. Bachelor's Degree - Marketing, Communications, Journalism, English, Design preferred; plus 2-4 years of experience.

### **Skills:**

- Excellent verbal and written communication skills
- Demonstrated success in conceptualizing, developing, implementing and managing communications strategies
- Creative thinking, problem solving and analytical skills
- Excellent project management skills
- Proficiency in Microsoft Office Suite; proficiency in WordPress and Adobe Creative Suite desired
- Exhibit a keen attention to detail, including follow-through and follow-up

**Compensation:** This is an exempt, year-round full-time- 40 hr. position with full benefits. Salary range \$48,000-\$54,000 DOQ. Healthcare premium (100%), short-term & long-term disability, life insurance, SIMPLE IRA, cell phone reimbursement, employee development, paid holidays, vacation and personal time.

Submit your cover letter and resume to Sue Riesgraf, Development Director ([sue@banyancommunity.org](mailto:sue@banyancommunity.org))