Marketing and Communications Manager

About Minnesota Computers for Schools
We are on a mission to create digital equity for students in Minnesota.

Minnesota Computers for Schools is a non-profit organization providing technology access and skills training to underserved individuals and help them gain the skills and confidence they need to begin a successful career in technology.

Position Summary
We are looking for a Marketing and Communications Manager to lead our marketing and communications department. In this position, you will oversee the production of high-quality content that engages external audiences and builds brand recognition. Your main duties will include creating engaging content, press releases, marketing materials, and other communication opportunities to build awareness of our organization’s brand.

Reporting to the Executive Director, you will make sure our communications are both on-brand and effective, bringing the Minnesota Computers for Schools mission and impact to life through your words.

Responsibilities
• Drive planning and implementation of annual marketing and communications plan that will raise awareness of the organization and its impact on the community with the public and the business community.
• Develop and implement communications editorial calendar for all web, email, and social media presence
• Manage and lead content creation for all social media (website, LinkedIn, Facebook, Twitter, Instagram)
• Drive strategy to increase daily engagement on website and social media accounts
• Work closely with program staff to design and implement communications strategies and effective messaging for organizational and project-specific goals.
• Develop annual budgets for marketing and communications and monitor progress, assure adherence and evaluate performance.
• Ensure that brand identity, messaging and marketing and communications strategy are infused in all organizational efforts.
• Develop, implement, and evaluate marketing campaigns related to programs, special events, and donor cultivation.
• Oversee the development, design, distribution, and maintenance of high-quality print and electronic collateral including, but not limited to annual report, brochures, presentations, newsletters, and reports.
Guide the strategy on press outreach, including messaging in press releases, creation of press kits and materials, interview preparation, and responses to media requests.

Qualifications

- 4-year BA/BS degree
- 4+ years of experience in a communications or marketing role
- Reliable to work remotely or in office setting
- Superior time management and organizational skills and ability to meet deadlines
- An analytical mind and ability to think critically
- Exceptional writing and interpersonal communication skills
- Self-starter, able to work independently, and enjoys creating and implementing new initiatives
- Knowledge of MS Office, MailChimp, Adobe Creative Suite and WordPress
- Proven knowledge of communications and marketing ethics and best practices

Pay Range: Salary range depends on experience and qualifications. MCFS offers a comprehensive benefits package.

Location: Work location flexible – hybrid model with office space at MCFS offices in Minneapolis.

Schedule: Full-time flexible hours.

To apply: Email resume and cover letter to Tamara Gillard at tgillard@mnCFS.org. Deadline is January 17, 2022.

Our Commitment to Diversity and Inclusion
We are an Equal Opportunity employer. We seek motivated and qualified candidates and value every background, identity, and experience. We believe in the strength of diverse and inclusive teams and are dedicated to creating a workplace where every person is respected, heard, and has opportunities to thrive.