



## Open Arms of Minnesota Job Description: Communications Coordinator

### Organizational Summary:

Open Arms of Minnesota (OAM) is a nonprofit that prepares and delivers healthy, nutritious food to people living with life-threatening illnesses. Our mission is to nourish body, mind and soul. In our state-of-the-art kitchen, OAM staff members and more than 7,500 volunteers create meals specifically designed for our clients' nutritional needs. We use fresh and, whenever possible, organic ingredients, including produce from our own Open Farms gardens. Volunteers deliver the meals throughout the Twin Cities metro area to approximately 1,100 clients, caregivers and dependents each week, providing nourishment and hope for families dealing with life-threatening illnesses. There are no fees for any of Open Arms' services. Open Arms is a volunteer-driven organization and is culturally unique in our high commitment to an excellent volunteer experience.

To learn more, visit [www.openarmsmn.org](http://www.openarmsmn.org)

**Open Date:** January 7<sup>th</sup>, 2019

**Closing Date:** Until filled

### Position Overview:

This full-time position contributes to the fulfillment of Open Arms' mission by executing the communications plan and implementing our face-to-face digital and print communications. The Communications Coordinator position is a key member of the Development Team, and manages and implements online communication and campaigns, peer-to-peer fundraising, and event marketing. As with all OAM staff positions, this position is responsible for helping ensure volunteers and interns have an exemplary experience during all interactions with Open Arms, and is expected to consistently maintain a high level of customer service to all guests, clients and fellow team members.

### Primary Job Responsibilities:

- Help create, implement and manage the day-to-day execution of an organizational communication plan that includes innovative print and electronic materials and creative and clear messaging consistent with OAM brand and stakeholder expectations.
- Work with Senior Director of Development and Executive Director to execute overarching messaging strategy consistent with strategic plan goals.
- Ensures the OAM brand is represented accurately in all internal and external communications.
- Create consistent messaging platforms and communications tools for all staff and volunteers.
- Build awareness and visibility of Open Arms inside and outside of building to improve messaging to our volunteer and donor bases.
- Help increase participation and financial support for Open Arms' events through innovative digital and print promotion and messaging.

- Act as project manager for the development of all communication materials including newsletters, annual report, event invitations, mailings to donors, etc., working with outside vendors, printers, designers and writers when necessary.
- Write and send all email communication through MailChimp, including the Weekly Dish, invitations to events, fundraising emails, etc.
- Serve as primary resource for OAM website, blog and e-commerce sites, working with outside vendors when necessary.
- Manage social media strategy and implement new opportunities to grow audiences.
- Write monthly newsletter sent to volunteer base.
- Serve as key point of contact for external contract designers.
- Produce collateral for internal and external events and campaigns as needed.
- Create timelines and production schedules for special event communications and design needs; including building simple websites for events, producing videos as needed and ensuring photos are taken.
- Manage peer-to-peer fundraising campaigns, websites and communications.
- Work with other OAM staff to ensure departments have current, accurate, branded written materials to use with clients, donors, volunteers and other stakeholders; manage inventory of communication materials.
- Design and order all OAM merchandise and giveaways.
- Measure, analyze and report on communication benchmarks, statistics and outcomes.
- Assist Client Services Department with client and referrer communications.
- Serve as editor for other departments as needed.
- Recruit communications interns and manage the day-to-day work of Interns.
- Greet, tour and orient visitors to the building when needed.
- Assist other Departments staff members with special events, speaking opportunities and community activities when requested to do so.
- Create tools and assist with community partner-related events involving displays, speaking opportunities and organizational representation when needed.
- Assist with event meetings, sponsorship opportunities, wrap-around fundraising activities and internal projects when needed.
- Help ensure Open Arms provides an outstanding experience for all volunteers by regularly seeking out meaningful and positive interactions with them and maintaining a positive, friendly, helpful attitude at all times.
- Support the mission and vision of Open Arms.
- Other duties as assigned.

### **Requirements:**

- Bachelor's degree or work experience equivalent.
- 1+ year of marketing/communications experience in a nonprofit or corporate setting.
- Ability to find creative and innovative approaches to internal and external brand management and communications.
- Organizational and project management skills.
- Ability to work independently and as part of a team.
- Great organizational skills and ability to adapt quickly to the changing needs of the organization.
- Ability to handle multiple projects at the same time and work in high-pressure setting.

- Experience managing a successful brand voice in all aspects of communication from digital to in-person to print to social media channels.
- Proven experience maintaining a website in WordPress or similar CMS platform.
- Proficiency in Adobe Creative Suite; graphic design experience preferred.
- Passion for new technology and trend-driven communication and marketing ideas.
- Ability to think strategically, creatively and proactively and to turn those thoughts into innovative action.
- Excellent written communication and oral presentation skills that foster and develop existing and new relationships.
- Experience working with volunteers preferred.
- Ability to work occasional evenings and weekends.
- Proficiency in standard office software programs (Office, PowerPoint, etc.).
- Flexible schedule with ability to work occasional weeknights or weekends.
- Sensitive to diversity and able to work respectfully with wide array of co-workers and members of the community.
- A passion for the mission and values of Open Arms.

**Physical Requirements:**

- Able to operate standard office equipment (such as telephone, computer, printer and copy machine).
- Able to set up tabletop displays and speak at events.
- Able to sit or stand for long periods of time.
- Able to lift up to 50 pounds.
- Ability to talk and hear, and to communicate verbally and in writing in English.
- Ability to review and reply to documents and information on computer screen as well as to use a computer and variety of software programs.

**Reports To:** Senior Director of Development and Community Engagement

**Pay Rate Range:** \$17.00- \$19.00 per hour

**Location:** 2500 Bloomington Avenue S  
Minneapolis MN 55404

**Hours:** 40 hours per week

**To Apply:** Please send resume and cover letter detailing pertinent experience to:

- OAM HR Email: [Jobs@openarmsmn.org](mailto:Jobs@openarmsmn.org)
- Fax: 612.872.0866
- Mail: 2500 Bloomington Avenue S, Minneapolis MN 55404
- NO CALLS PLEASE

**Benefits:** This position is eligible for an excellent, comprehensive benefits package, including medical/life/STD/LTD insurance, holidays and personal time off (PTO). An employee-paid dental plan and 401K is also available.

**Open Arms of Minnesota** is committed to hiring and fostering a diverse and inclusive workforce that leverages the skills and talents of all employees in our organization, regardless of race, gender, national origin, age, religion, sexual orientation, size, physical ability or socioeconomic status. We encourage diverse candidates to apply for this position.

### **Equal Opportunity Employment**