



## **Open Arms of Minnesota Job Description: Communications Director**

**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 mind, body, and soul. In our state-of-the-art kitchen, OAM staff members and more than 6,600 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 3,000 clients, caregivers, and dependents annually, 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:** December 22<sup>nd</sup>, 2021

**Closing Date:** Until filled

### **Position Overview:**

This full-time salaried position contributes to the fulfillment of Open Arms' mission by leading the efforts to communicate, champion, elevate and protect the Open Arms brand. This position will lead efforts to tell our story more efficiently, effectively, and broadly through digital and print communications. The Communications Director reports to the CEO and oversees the Communications Coordinator and Communications Designer in executing initiatives consistent with Open Arms' branding and messaging, with emphasis on project management, quality control, and long-term strategizing. It's ideal for someone with a diverse Communications or related background and who can perform well in a vibrant, fast-paced environment. 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:**

- Develop and execute an annual communication plan with strategies that capture the essence of OAM's unique, relationship-based branding and messaging across all internal and external channels.
- Strategize communications initiatives with the Chief Executive Officer to ensure OAM's branding and messaging are represented accurately and consistently in all communications.
- Working with other Directors and Leaders, ensure OAM brand is reflected and experienced across all aspects of the Organization.
- Ensure quality control and cohesion of communications across all Departments, ensuring that all creative and communications work is on-brand and aligned with brand identity.
- Respond to communication requests from all Departments, ensuring needs are met agency wide.
- Work with and oversee the Communications Team in fulfilling all communication strategies, including 2 staff and a variety of consultants/contractors.
- Scout for new branding/messaging opportunities and look for ways to nurture Open Arms' evolving communication needs.
- Assist in managing, editing, writing, and organizing major communication-based initiatives, including fundraising appeals, annual reports, client and volunteer communication, newsletters, and more.
- Oversee and improve overall branding initiatives and aesthetics, developing and managing brand guidelines and visual identity standards.
- Formalize Communications Team processes and templates to improve efficiency and ensure long-term sustainability.
- Document, archive, and develop OAM's story through a variety of textual and visual methodologies.
- Help increase participation and financial support for OAM events through innovative digital and print design/messaging.
- Work closely with the Development Team to ensure all collateral and communication elements for events/sponsorships are implemented according to internal and external stakeholders.
- Develop and maintain a dynamic communications calendar.

### Other

- Expand and manage existing media relations, develop increased media relationships, and serve as primary press/media contact before and onsite, ensure that consistent messaging and language is used across staff during media interviews.
- Oversee the development and maintenance of Open Arms' digital properties, including the website, mobile platforms, and social media.

- Assist in web development-related duties, including website updates, maintenance, and management.
- Lead communication efforts for fundraising campaigns and events.
- Develop a marketing plan and timeline for each major project.
- Assist other Departments with special events and community activities when requested.
- Serve as principal liaison with communication vendors and communications requests.
- Assist in overseeing marketing budgets, communications-related inventory, and related capital allocations (e.g., printer, computer, software, etc.).
- Assist the Communications Team in recruitment, retention and recognition of communications volunteers and interns.
- Frequently audit communications to increase efficiency, reduce overlap, and ensure freshness.
- Monitor program statistics, develop and communicate talking points for all staff to ensure that organizational statistics and numbers are consistently communicated.
- Greet, tour and orient visitors to the building 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.
- Other duties as assigned.

### **Position Requirements:**

- 2+ years leading the communications/marketing/PR strategy or efforts for a non-profit, business unit or department
- 5+ years of experience in a communications department in a nonprofit or corporate setting.
- 2+ years' experience supervising, leading, and managing teams.
- An intuitive understanding of branding and messaging principles.
- Experience working with the media.
- Excellent writing skills for both short- and long-form copy.
- Experience with social media platforms and general content development.
- A great design eye and high level of creativity.
- Sensitivity to confidential information and organizational regulations with regards to client information.
- Experience with design software (Canva, Adobe, Figma) and standard office software suites (Microsoft, Google).
- Experience with CMS platforms such as WordPress.
- Well-developed organizational, research, and project management skills.

- Ability to work successfully both independently and collaboratively as part of a team.
- Extremely detail oriented.
- Passion for new technology and trend-driven communication and marketing ideas.
- Ability to think strategically, creatively, and proactively.
- Strong and objective editing skills.
- Strong ability to multi-task and work in high pressure setting.
- Ability to create and contribute to a positive team environment.
- Ability to work under pressure and deal and maintain a positive attitude in stressful situations and during busy periods.
- Ability to work occasional evenings and weekends.
- Experience working with volunteers is a plus.
- A valid driver's license.
- Sensitivity and commitment to diversity and ability to work respectfully with a wide array of co-workers and community members.
- A passion for the mission and values of Open Arms.

**Physical Requirements:**

- Ability to communicate in English verbally and in writing.
- Able to operate standard office equipment (such as telephone, computer, printer, and copy machine).
- Able to sit or stand for long periods of time.
- Requires full range of motion, manual dexterity, and eye-hand coordination. Requires corrected vision and full color vision.
- Able to review and reply to documents and information on a computer screen and use a computer and a variety of software programs.
- Able to lift up to 50 pounds, drive a vehicle and navigate steps.

**Reports To:** Chief Executive Officer

**Location:** Minneapolis MN 55404

**Compensation:** \$77,000 - \$82,000 annually

**Location:** Minneapolis, MN 55408

**Hours:** 40 hours per week

**To Apply:** Please send resume and cover letter 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 that includes medical/life/ STD/LTD insurance, and personal time off (PTO), retirement plan with employer match program. Employee-paid dental plan 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, gender identity, familial status, disability, or socioeconomic status. We encourage diverse candidates to apply for this position.

**Equal Opportunity Employer**