



Open Arms of Minnesota Job Description: Communications Manager

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: by providing food as medicine, we nourish our clients and build community. 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

Open Date: August 1st, 2022

Closing Date: Until filled

Position Overview:

This full-time position contributes to the fulfillment of Open Arms' mission by executing the organization's communications strategy, in coordination with the Communications Director and other Department leads. The Communications Manager position is a key member of the Communications and Development Teams. This role will increase engagement with audiences and build awareness of the organization's mission, vision, programs, and achievements. The primary outcome of this position is to ensure that Open Arms has a strong reputation as a leader in its field. 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, deliver, and manage the day-to-day execution of an organizational communication plan that includes organization-wide calendar, innovative print and electronic materials, and creative and clear messaging consistent with OAM brand and stakeholder expectations.
- Work with Communications Director and CEO to execute overarching messaging strategy consistent with strategic plan goals.
- Assist in the management of media relations, including monitoring of media coverage, reporting coverage to entire Open Arms community.
- Key content editor, ensuring the OAM brand is represented accurately in all internal and external communications.
- Coordinate with the Communications Director to create the annual budget for communications, and track expenses toward the budget.
- Create consistent messaging platforms and communications tools for all staff and volunteers.



- Provide creative and content support for major print publications (i.e. annual report) and events (i.e. Moveable Feast). Translate those publications to digital format when necessary.
- Manage organization's digital archives so materials are accessible and archived for historical purposes and use by staff when necessary.
- Create compelling graphics, images, and video.
- Build awareness and visibility of Open Arms inside and outside of building to improve messaging to our volunteer and donor bases.
- Serve as secondary support for crisis communication.
- Train staff, board, and volunteers on key messaging.
- 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.
- Creative content and editing lead on OAM's multitude of newsletters, including all-staff news, Weekly DISH, Client DISH, Volunteer DISH.
- Key resource for all OAM online presence.
- As the social media lead, manage social media strategy and implement new opportunities to grow audiences.
- 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.
- Design, direct, and implement peer-to-peer fundraising strategies including 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.
- Event marketing design lead. Create tools and assist with community partner-related events involving displays, speaking opportunities and organizational representation when needed.
- Assist in development, implementation, and management of OAM online store, including inventory and logistics.
- Primary communications data analyst: measure, analyze and report on communication benchmarks, statistics, and outcomes.
- Attend relevant events and activities to represent OAM and work proactively to build strong relationships with key stakeholders.
- Assist Client Services Department with client and referrer communications.
- Assist HR in creation of nameplates, nametags, headshots, job postings, staff board.
- Serve as editor for other Departments as needed.
- 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.
- 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 related duties as assigned.

Requirements:

- 3+ years 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.
- Demonstrated understanding and ability to always maintain confidentiality and discretion requirements.
- 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.
- Proficiency in standard office software programs (Office, PowerPoint, etc.).
- Active driver's license and unrestricted for work-related driving.
- Flexibility to work in two different worksites and off-site events.
- Flexible schedule with ability to work occasional weeknights or weekends.
- Sensitivity and commitment 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:

- Ability to communicate verbally and in written English.
- 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: Director of Communications

Location: Minneapolis and St. Paul, MN

Compensation: Minimum salary of \$55,000 annually

Hours: Full-time

To Apply:

Please send resume and cover letter detailing pertinent experience to:

OAM HR

- Email: jobs@openarmsmn.org
- Fax: 612.872.0866
- Mail: 2500 Bloomington Avenue S, Minneapolis MN 55404

Benefits:

This position is eligible for an excellent comprehensive benefits package that includes medical/dental/life/ STD/LTD insurance, paid Holidays, and personal time off (PTO), retirement plan with employer match program. Employee-paid vision 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 all individuals with direct or transferrable experience to apply for this role.

Equal Opportunity Employer