



1050 SE 33<sup>rd</sup> Ave., Ste. 200, Minneapolis, MN 55414  
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## Communications & Engagement Associate Job Description

**Summary:** Rebuilding Together Minnesota (RTMN) is seeking a **part-time** staff member to join our team providing communications support and support with direct community engagement for our client-centered mission of repairing homes, revitalizing communities, and rebuilding lives. Reporting to the Development Director, the Communications Associate is responsible for supporting the marketing and communications strategy for the organization as well as direct communications and engagement with donors, partners, and the general public. **Candidates must live in the Twin Cities Metro Area. The role will be a hybrid of home office and access to co-working space near University Avenue & 280.**

### Areas of Responsibilities

#### **Social Media & Marketing Support (60%)**

- **Social Media**
  - Design social media images using Canva.
  - Posting agreed-upon copy to social media at least twice weekly, to channels - in line with the developed media strategy.
  - Engaging with content as we are tagged, cross-posting from partners and other outlets, and responding to messages - escalating as needed
- **Website Updates**
  - Regular website updates using Elementor/WordPress
- **Newsletters**
  - Craft General Newsletter Monthly (First Tuesday of the month)
  - Craft Volunteer Newsletter Monthly (Last Tuesday of the month)
  - Craft additional newsletter/e-blasts as needed in support of events and fundraising campaigns
- **Image Gathering**
  - Support with image gathering at on-site events in collaboration with the team
  - Confirm which sites have supportive media releases ahead of image gathering.
  - Load and sort all images to appropriate platforms.
- **Media**
  - Craft Press Releases for use with existing media partners (quarterly)
  - Draft op-ed on relevant current events in media for Executive Director to punch up
- **Collateral & Mailings**
  - Assist in updating and creating collateral pieces for internal and external use.
  - Craft annual appeal letter in collaboration with the Development Director
  - Provide support with two mailings per year (Annual Appeal and donor acknowledgments)
  - Support the creation of the Annual Report with images and data visualizations.

## **Development Support (30%)**

- **Community Engagement Support**
  - Develop engagement strategies for each event in collaboration with the Development Director
  - Supporting community engagement collateral creation/ordering, ensuring supplies and materials are gathered and in hand before an event.
  - Primary on-site staffing of our presence at limited events in the Twin Cities (2-3 per year) to engage directly with the community.
- **Fundraising Event Support**
  - Support with initial asks to previous in-kind donors
  - Follow up with donors to ensure we receive an answer, updating our log to ensure transparency
  - Ensure we have a stated value for each item received from the donor
  - Support with item pick up ahead of the event
  - Creating all wayfinding, event signage, and printed collateral for the event itself

## **Administrative Support (10%)**

- **Donor Support**
  - Maintaining donor records in Salesforce
  - Entering checks that have been received, and categorizing donations to the correct activity.
  - Entering corporate matching donations from monthly reports are updated to donor records.
- **Corporate Volunteer Support**
  - Maintaining volunteer records in Salesforce, and updating based on staff experiences.
  - Assisting with corporate volunteer registration, ensuring waivers are on file.
  - Sending pre-event communications, entering hours into Salesforce post-event, sending volunteer thank you/survey links.
- **Community Council Support**
  - Supporting Community Council scheduling, notes, agenda crafting, and assigning follow-up task (quarterly)
- **Cross-Functional Support (as needed)**
  - Backup for Programs team in the areas of processing service applications and responding to prospective applicants.

## **Skills & Requirements:**

- Professionalism, patience, empathy, and active listening skills.
- Strong organization skills and attention to detail.
- Knowledge of effective social media marketing strategies.
- Experience with Canva or other design software a plus
- Experience with Constant Contact and other email communication platforms a plus
- Experience with WordPress/Elementor or other website platforms a plus
- Experience with CRM's (Salesforce is strongly preferred).
- Experience with shared documents/drives, G-suite preferred.
- Direct experience with community outreach, public facilitation, or as a brand ambassador preferred.
- Demonstrated experience working with people from diverse lived experiences is a plus.
- Bilingual is a plus (Spanish or Somali)
- 2 or 4 year college degree in business, marketing, or communications is a plus

**Essential Physical Functions:**

- Type frequently, with extended periods of sitting or standing
- Ability to hear conversations using a headset or standard phone.
- Ability to lift up to 25 pounds on occasion.

**Rate of Pay:** \$20/Hour