

# American Indian Family Center

*Where American Indian Families Thrive!*



## Marketing & Communications Coordinator

**Application Deadline: Open until filled.**

Full-Time, Monday through Friday 8:30am – 5:00pm.

*Note: Some evening and weekend hours required.*

\$55,000 - \$65,000 (DOQ) + Excellent benefits including employer paid health, dental and life insurance coverage for the employee, 403B retirement fund with employer contribution, paid holidays and generous PTO accrual.

**Title of Job:** Marketing & Communications Coordinator

**Position Description:** The Marketing & Communications Coordinator is responsible for designing, developing and implementing the communications and public relations of the organization, including awareness of AIFC mission, programs and achievements.

**Major Areas of Responsibility:** This position works to implement strategies that promote the organization through marketing themes, campaigns, communications and engagements strategies. The Communications Specialist will work to increase agency exposure, strengthen fundraising efforts, and engage support of donors, sponsors, and partners.

### Specific Job Tasks:

- Develop and execute annual strategies for fundraising and communications including a content calendar for all social channels.
- Monitor and evaluate marketing engagement efforts through trends and analytics.
- Develop marketing themes and strategies for AIFC marketing campaigns.
- Plan, select media, oversee production of marketing communications, including print and digital vehicles, scripts, photo and video projects, and media campaigns
- Develop written and multimedia content, graphics and public statements on behalf of the organization for the AIFC website, social channels and marketing publications.
- Develop and coordinate a photo-inventory of AIFC events and programs, assist in taking pictures when necessary.
- Maintain the organizations website.
- Facilitate the AIFC's Public Relations Committee (PRC).
- Coordinate the planning and execution of AIFC special events and fundraisers.
- Serves as the main point of contact and a centralized resource for donors.
- Coordinate donor engagement efforts.

- Provide frequent and timely donor acknowledgement through letters, phone calls and email distributions.
- Maintain accurate and up to date records of the donor database.
- Provide efficient data tracking and reporting of analytics and outcomes
- Perform other duties as assigned.

### **Required Knowledge, Skills and Abilities:**

- Knowledge of American Indian culture and heritage.
- Demonstrated skill and knowledge of social media platforms.
- Must be a self-starter.
- Excellent verbal and written communication skills.
- Experience in grant writing or compelling writing skills is preferred.
- Must understand and maintain confidentiality.
- Demonstrate strong interpersonal skills with a large range of populations.
- Exhibit superior attention to detail, with strong organizing and planning skills.
- Display ability to interact effectively as a member of a team and work collaboratively with others.
- Plan, coordinate, monitor and motivate the activities of others.

### **Education and Experience:**

- Four-year degree in Communications, Marketing, and/or related field required.
- Experience with visual content development or graphic design, computer software and relevant applications including Adobe Creative Suite required.
- Experience with database management, mass email distributions and website development (Wordpress) preferred.
- Knowledge in copywriting, graphic design, video editing, and photography preferred.
- Cultural knowledge of the American Indian community and community organizations preferred.

### **Physical Demands and Work Environment:**

- Very light lifting (less than 15 pounds) may be required occasionally.
- The AIFC is a low noise facility (under 30 dB) and has private and shared offices and conference rooms.

Interested applicants can submit resumes and letters of interest to Charlotte Mertz, Community Development Director at [Charlotte.Mertz@aifcmn.org](mailto:Charlotte.Mertz@aifcmn.org). Selected applicants will be contacted to arrange an interview.

**AIFC thanks you for your interest!**