



## Position Description: Marketing & Communications Manager

Status: Full-time, Nonexempt  
Starting Compensation: \$23 per hour  
Reports to: Director of External Relations  
To apply: Email cover letter, résumé, and references to [anm@aioic.org](mailto:anm@aioic.org).

### Summary

The marketing & communications manager is responsible for developing and implementing multi-channel marketing and communications strategies that advance American Indian OIC's enrollment, fundraising and visibility goals.

### Duties & Responsibilities

- Develop and execute a marketing plan that drives program enrollment goals
- Develop and maintain external relationships that advance agency goals
- Design and maintain marketing and communications materials, including, but not limited to, flyers, business cards, brochures, graphics, and advertisements
- Identify advertising opportunities and execute ad buys
- Manage digital marketing channels, including social media advertising, Google ads, email blasts, etc.
- Develop and manage content on organizational websites
- Oversee media relations, including development of media releases and pitches
- Assist in the planning and coordination of special events, including fundraisers, alumni celebrations, graduations, seminars, and volunteer days, etc.
- Develop written content, including, but not limited to, client success stories, donor appeals and recognition letters, newsletter articles, policy briefs, and blog posts
- Supervise front desk staff, with a focus on effective, supportive communications with clients

*This should not be considered a comprehensive list of job duties and responsibilities and the scope of the position may reasonably change as necessitated by organizational needs.*

### Qualifications

#### Required

- Cultural competency working in a diverse environment
- Three or more years related professional experience
- Strong written and verbal communication skills
- A flexible and adaptable approach to work and ability to work both independently and as part of a team
- Proficiency using a computer and Microsoft Office

#### Preferred

- Understanding of Minnesota's Indigenous communities, cultures and practices
- Five or more years' experience in a marketing and communications role, with strong skills in marketing and/or social media
- Video production experience
- Proficiency with digital marketing tools like Facebook, MailChimp, WordPress and Canva
- Ability to think strategically and carry out long-term projects and plans that achieve organizational goals
- Experience as a people-manager
- A creative and analytical approach to achieving goals

## **Physical Demands & Work Environment**

The physical demands described are representative of those that must be met by an employee to successfully perform the essential functions of this job. The work environment characteristics are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to stand, walk, use hands, reach with hands and arms, and talk or hear. The employee is frequently required to sit for long periods. The employee may regularly lift and/or move up to 40 pounds. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus, and ability to see color. The noise level in the work environment is usually moderate.

American Indian OIC culturally rich environment and follows a business casual dress code.

## **Compensation & Status**

The marketing and communications manager is a full-time, non-exempt position, reporting to the Director of External Relations. American Indian OIC's office hours are Monday-Friday from 8:30am-4:30pm, with opportunities for occasional telework. This position qualifies for medical, dental, retirement and time-off benefits. Free parking is available on AIOIC's campus. Compensation for this position begins at \$23 per hour. Starting pay is based on applicable qualifications, skills and experience.

## **About American Indian OIC**

American Indian OIC (AIOIC) was established in 1979 to address the education and employment disparities faced by Native American families living in and around South Minneapolis. The organization was founded as a career counseling provider, but now offers multi-faceted education and workforce development services through its alternative high school, Adult Basic Education program, job training center, and career counseling services. The goal of these programs is to give people the foundational education and support needed to pursue meaningful career opportunities.

American Indian OIC is a nationally recognized leader in the workforce development field and in its 40 years of operation has built a workforce of more than 25,000 people. Although it was founded to serve people of Native descent, most of AIOIC's programs are open to anyone regardless of race, creed, gender, religion, age, or sexual orientation. Annually, more than 1,000 people from the Twin Cities metropolitan area and affiliated with 40 distinct tribal nations from the US and Canada, utilize AIOIC's services.