



Minnesota Environmental Fund
Marketing Associate – Position Announcement

6/16/2017

The Minnesota Environmental Fund engages individuals and workplaces to support leading nonprofit organizations that protect, conserve and restore Minnesota's environment. Protecting clean drinking water and clean air, conserving natural lands, offering youth access to the outdoors and environmental jobs, supporting renewable energy, and growing healthy food: these are just a few benefits of giving to and volunteering with the Minnesota Environmental Fund. Learn more at www.Mnenvirofund.org

Position Overview: The Marketing Associate, a part-time position, will be responsible for leading overall marketing and communications planning and activities; supporting our fall doing/learning/giving campaign and year-round donor engagement; and supporting program management, evaluation and administrative activities. The associate will work closely with Minnesota Environmental Fund staff and representatives of 19 member organizations.

The ideal candidate is an exceptional writer, editor, and communicator who loves both communications and program evaluation and brings experience shaping and implementing marketing plans; enjoys collaboration; and wants to improve Minnesota's environment. This position will provide great experience with hands-on marketing leadership and nonprofit evaluation.

Responsibilities:

- Marketing and Communications Management:
 - Developing a Marketing and Communications Plan with staff, member and board participation
 - Including calendar, analytics, media kit for members
 - Implementing the plan, including coordinating with staff and contractor(s), and gathering key information from and training member groups
 - Administering online presence, including web site, calendar, and social media
 - Developing workplace campaign and other materials
 - Leading or participating in task forces and committees as assigned
 - Evaluating results and recommending improvements and resources
- Fall and Spring Giving/Learning/Doing Campaigns:
 - Promote activities with workplaces and place-based employee and donor audiences
 - Promote and evaluate to inform recommendations for future special campaigns
 - Social Media - Post photos real-time, afterwards
 - Testimonials – post on web site
 - Media – Business, CSR, Environment
- Program Planning and Evaluation: Workplace Giving and Volunteering, Member Engagement
 - Contributing to annual planning (April – June)
 - Developing and implementing evaluation strategies
 - Assisting with developing a workplace campaign plan for August – December giving campaigns
 - Assisting with engaging members with quarterly forums, surveys, and evaluations
- Administrative Support:
 - Assisting Executive and Assistant directors with office administration and tracking member participation

REQUIRED EXPERIENCE

- Bachelor's degree and at least one year of communications, public relations, marketing, or related experience
- Experience with marketing planning
- Experience with program planning and evaluation
- Passionate and talented writer, editor, and verbal communicator
- Demonstrated skills and experience managing social media in a professional context
- Strong organizational and time management skills, with the ability to juggle multiple projects at one time
- Proficient with Microsoft Office software

PREFERRED EXPERIENCE

- Experience in blog and website management using WordPress; working knowledge of HTML is a plus.
- Experience or familiarity with customer relationship management (CRM) and email marketing software. Minnesota Environmental Fund currently uses Salesforce and Constant Contact.
- Working knowledge and experience with the Adobe Creative Suite including InDesign, Illustrator, and Photoshop.

Hiring and Position Details:

- Time: Start July 1, 2017 or as soon as possible; specific hours are flexible to accommodate individual's schedule. Estimated 16 hours a week.
- Compensation: Hourly wage of \$15-20 per hour, depending on experience; no benefits.
- Location: Flexible for some of the hours; St. Paul office by Hamline Station on Green Line LRT (Midway between downtown Minneapolis and downtown St. Paul).
- Equipment: Laptop available.

TO APPLY

Please submit your cover letter, resume, and three writing samples **by June 30** to:

Cordelia Pierson

Executive Director

cperson@mnenvirofund.org

Applications will be reviewed on a rolling basis as soon as they are received, and the position will be open until filled. References will be requested for finalists.