



Position: Marketing & Communications Specialist
Reports to: Marketing & Communications Director

Who We Are:

Friends of the Hennepin County Library (FHCL) is a nonprofit fundraising partner of Hennepin County Library (HCL). The Marketing and Communication Specialist is part of a results-driven team that envisions a library as a thriving space of enrichment and connection **where every person has the opportunity and resources to read, create, work, and learn.** We are eager to welcome a new team member dedicated to pursuing our mission to **build awareness, appreciation, and support for our nationally acclaimed library.**

FHCL is an equal opportunity employer and committed to the sustained, vital work of bringing forth a culture of inclusion, diversity, equity, and accessibility across the organization. Applicants with diverse backgrounds and lived experiences are encouraged to apply.

Job Summary:

The Marketing & Communications Specialist plays a key role in growing awareness and appreciation for HCL and supports the overall communications strategy under the guidance of the Marketing & Communications Director (MCD). This position develops persuasive content, stories, and messaging aligned with FHCL and HCL visions and maximizes their leverage among core audiences including current and prospective donors, community partners, key influencers, and library patrons. From story gathering, writing, and editing to photographing, filming, and designing, this proactive team member helps ensure FHCL's brand/voice is clear, compelling, and consistent across print and digital channels.

Additionally, this position supports organizational events by assisting with box office management and day-of event logistics for key events including Talk of the Stacks and Pen Pals.

Essential Duties and Responsibilities:

Storytelling (~35%)

- In partnerships with HCL, uncover, gather, and create persuasive storytelling assets across communication channels that inspire action from key audience segments.
- Maintain a trusting partnership with HCL staff to ensure an effective story gathering process.
- Collaborate in the conceptual development of ongoing story ideas to build greater awareness and appreciation of various library services and resources.
- Develop visual elements of storytelling such as photography and video as needed.

Digital Marketing (~30%)

- Support the MCD in growing FHCL reach by creating meaningful experiences and engagement for various audiences via email, website, and social media channels.
- Ideate, write, edit, post, and manage social media calendar for platforms currently including Facebook, Instagram, and LinkedIn.

- Engage in regular listening on social media channels for feedback and direct mentions of FHCL and HCL. Encourage and respond to comments to further boost engagement.
- Support the MCD in managing FHCL stewardship, events, and fundraising emails including the creation, scheduling, and analysis within Salesforce Marketing Cloud.

Event Support (~15%)

- Support the Events Director with day-of event logistics to ensure a smooth and successful event.
- In partnership with the Events Director, supports the Pen Pals Box Office, including daily tickets sales, annual subscription renewals, and ensure responsive, high-quality customer service.

Branding and Evaluation (~10%)

- Ensure communications strategies are effective by contributing to monthly analytics tracking and supporting the Performance Dashboard.
- Support FHLC branding through graphic design of various marketing materials.
- Contribute to a culture of growth and curiosity by recommending enhancements to current strategies and analytics tracking, as well as new ideas.

Organizational Communications and Support (~10%)

- Help develop communication materials and ensure messaging aligns with individual campaigns as well as overall organizational goals.
- Assist in writing and editing talking points, press releases, and other communications for key audiences and initiatives.
- Cross train on key activities as needed to ensure organizational redundancy.

Qualifications

- 3+ years of experience in marketing and communications, preferably in a nonprofit setting
- Experience in crafting persuasive communication tailored to specific audiences across a variety of channels including web, email, social media, and print
- Excellent writing skills, including mastery of grammar, punctuation, and effective written expression
- Expertise in growing organic engagement on social media platforms and the ability to continuously learn and evolve to the current best practices across various platforms
- Experience implementing marketing strategies for brand awareness, lead generation, and donor engagement across digital and print channels
- Strong project/time management skills
- Ability to work collaboratively in a team environment and independently
- Access to transportation and some nights and weekends required
- A commitment to Diversity, Equity, Inclusion & Accessibility and FHCL core values
- A passion for libraries and the people they serve
- Some event coordination experience preferred
- Bachelor's degree preferred, or equivalent professional experience

To Apply

Send cover letter and resume to Linda Merritt, Finance & HR Director via lmerritt@hclib.org or via postal mail at:

Friends of the Hennepin County Library
 300 Nicollet Mall, Suite N-290
 Minneapolis, MN 55401