



Position Title: Marketing & Communications Manager
Reports To: Chief Development Officer

The Marketing & Communications Manager serves as the lead storyteller for Friends of the Hennepin County Library (FHCL), responsible for developing and executing a comprehensive marketing and communications strategy. Under the guidance of the Chief Development Officer and Executive Director, this role works in close partnership with Hennepin County Library to craft compelling content that resonates with key audiences, including current and prospective donors, community partners, influencers, volunteers, and library patrons. This position also oversees FHCL's brand across print and digital channels—including the website (supportHCLIB.org), social media platforms, and all graphic design efforts—ensuring consistent and engaging messaging across channels.

Major Job Functions

Content Development and Design (40%)

- Generate fresh, compelling content—aligned with communication and fundraising best practices—to engage audience segments and drive measurable action.
- Develop and manage the production and distribution of all print and digital collateral, including newsletters, brochures, event materials, annual reports, and more.
- Serve as the primary contact for key vendor partners supporting core marketing functions such as website development and advanced graphic design.
- Collaborate with staff to ensure program and event materials align with brand guidelines and effectively communicate intended messages.
- Supervise the Marketing & Communications Specialist, providing guidance, support, and professional development to ensure high-quality execution of marketing and communications initiatives.

Communication Planning and Reporting (25%)

- In alignment with Hennepin County Library, develop and implement a strategic marketing plan to build a community of advocates in support of FHCL's mission and goals.
- Maintain a comprehensive communications calendar, targeting segmented audiences across multiple channels.
- Manage the overall marketing and communications budget, leveraging both allocated funds and in-kind contributions.
- Track, analyze, and report regularly on performance.

Website, Social Media, and Event Support (25%)

- Maintain the organizational website, ensuring accuracy, functionality, and the regular posting of timely content (e.g. article links, stories, and events).
- Oversee social media strategy and execution, ensuring engaging, two-way communication is posted consistently. Track and analyze engagement over time.
- Support the Events Director in promoting and publicizing organizational events.

External and Media Relations (10%)

- Cultivate and maintain relationships with media outlets (broadcast, print, and online) to maximize press coverage of FHCL's priorities and programs.
- Write and edit talking points, press releases, and other public statements for key initiatives, major events, and campaigns.

Qualifications**Required:**

- Minimum of six years in marketing and communications, ideally within a nonprofit or mission-driven environment
- Proven ability to craft persuasive, audience-specific communications across a variety of channels, including web, email, social media, and print
- Exceptional writing and editing skills, with strong command of grammar, punctuation, and tone
- Proficiency with Adobe Creative Suite (InDesign, Photoshop, Illustrator) and demonstrated graphic design capabilities
- Strong foundation in developing and executing marketing strategies for brand awareness, lead generation, and donor engagement
- Expertise in growing organic engagement on social media platforms and adapting to evolving best practices
- Hands-on involvement with website management using content management system (CMS)
- Strong data analytics skills (using tools such as Google Analytics), with the ability to interpret and apply insights to improve marketing, communications, and fundraising performance
- Familiarity with marketing automation platforms like Pardot (Salesforce Marketing Cloud Account Engagement) and project management/collaboration tools like Asana
- Excellent project and time management abilities, with track record of managing competing priorities and deadlines
- Ability to work both independently and collaboratively in a team environment
- Reliable transportation and availability for occasional evening and weekend events
- Commitment to Diversity, Equity, Inclusion & Accessibility (DEIA) and alignment with FHCL's core values
- Genuine enthusiasm for libraries and the communities they serve

Preferred:

- Bachelor's degree or equivalent professional background
- Prior supervisory responsibility or team leadership
- Involvement in event coordination or logistics
- Background in nonprofit, library, or mission-driven organizations
- Familiarity with fundraising communications and donor engagement strategies
- Understanding of accessibility best practices in digital and print communications

To Apply: Send cover letter and resume to lkmerritt@hclib.org