



FRIENDS
of the **HENNEPIN**
COUNTY LIBRARY

External Title:
Reports To:

Marketing & Communications Manager
Executive Director

The Marketing and Communications Manager is the lead story gatherer for Friends of the Hennepin County Library and is responsible for creating and executing a comprehensive marketing communications strategy under the guidance of the Senior Director and Executive Director. In partnership with Hennepin County Library, this position develops persuasive content to be appropriately leveraged among core audiences including current and prospective donors, community partners, key influencers, volunteers and library patrons. Additionally, this position oversees the graphic design of all materials, social media execution and maintains the Friends of HCL website – supportHCLIB.org.

Major Job Functions

Content Development and Design

- Generate fresh, compelling content, aligned with communication and fundraising best practices, to engage audience segments that lead to measurable action.
- Develop and coordinate the production and distribution of all print and digital collateral, including newsletters, brochures, event collateral, annual reports, etc.
- Serve as primary contact for key vendor partners as needed for core marketing functions such as website development and sophisticated graphic design. Work with fellow staff members to ensure program and event materials meet brand guidelines and convey appropriate messages.

Communication Planning and Reporting

- In alignment with Hennepin County Library, develop a strategic marketing and communications plan to build a community of advocates in support of FHCL's mission and goals.
- Maintain a comprehensive communication and marketing calendar, targeting segmented audiences through multiple communication channels.
- Manage overall communications budget utilizing a combination of allocated budget dollars and in-kind donations.
- Track and measure results and report regularly on performance of communication and marketing efforts.

Website, Social Media and Event Support

- Maintain organizational website, ensuring accuracy and functionality and that new and timely information (i.e. article links, stories, and events) is posted regularly.
- Oversee social media strategy and execution, ensuring that engaging two-way communications are posted regularly. Track and measure the level of engagement over time.
- Support Events Specialist in the promotion and publicity of organizational events.

External and Media Relations

- Cultivate and leverage relationships with the media (broadcast, print and online) to maximize press coverage for Friends of HCL's organization and activities.
- Write and edit press releases and other public statements for key initiatives, major public events and specific campaigns.

Qualifications

- Bachelor's degree required.
- 3 to 5 years of experience in marketing and communications, preferably in a nonprofit setting.
- Excellent writing skills, including rules of grammar and punctuation.
- Demonstrated experience in persuasive communication and driving action across a variety of channels including website, social media and print.
- Strong project leadership and time management skills.
- Software proficiency with Adobe Design Suite, Microsoft Office and experience in or the ability to learn Constant Contact (or email equivalent) and Google Analytics.
- Ability to work collaboratively in a team environment and perform independently.
- Access to transportation and some nights and weekends required.
- A commitment to Diversity, Equity, Inclusion & Accessibility and Friends of the Hennepin County Library core values.
- A passion for libraries and the people they serve.

To Apply

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

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