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2446 University Ave W Ste 112
Saint Paul, MN 55114

Position: Communications Coordinator

Reports To: Director of Development & Communications

Work Hours: Full-Time, Exempt; including evening and weekend work.

Compensation: \$50,000–\$55,000 (DOQ)

Organization Description

OutFront Minnesota's mission is to build power within Minnesota's 2SLGBTQIA+ communities and address inequities through intersectional organizing, advocacy, education, and direct support services. We envision a safe and equitable world where all members of our communities are free to lead lives of opportunity, autonomy, and full self-expression.

Job Description

Our Communications Coordinator will join a team who supports the core fundraising and communications efforts of OutFront Minnesota—ensuring that the organization is effectively sharing our story and impact to our existing and new audiences.

Reporting to the Director of Development and Communications, the Communications Coordinator will develop, coordinate, and execute OutFront Minnesota's overall external communication efforts. Their primary tasks include (1)utilize OutFront Minnesota's multiple social media and communication channels to effectively share our programs and strategic priorities to external audiences, (2)design in-house communication materials and maintain a uniform brand identity for all OutFront Minnesota communication pieces, (3)using data and insights, expand OutFront Minnesota's social media audiences.

The right candidate will join a dedicated, passionate staff and board who are deeply committed to making Minnesota a state that is equitable and affirming for all LGBTQ+ people. OutFront Minnesota approaches our equity work from an intersectional lens—seeking to address issues affecting the LGBTQ+ community particularly the most marginalized segments of our population.

Primary Job Responsibilities:

Manage Social Media (40%)

- Develop annual social media calendar and strategy and effectively leverage our various social media platforms to engage audiences;
- Manage content across social media platforms and maintain a consistent brand identity to effectively message OutFront Minnesota's work and build meaningful connections with supporters;
- Working with Director of Development and Communications, develop annual

strategy to target and expand social media audiences;

- Working collaboratively with staff, engage with and respond to OutFront Minnesota supporters on social media, including Facebook, Twitter, Instagram, LinkedIn, and YouTube with timely and accurate information;
- Create graphics for social media, web, email, and other digital platforms;
- Adjust content to respond to breaking news when needed.

Design and Coordination of Outfront Minnesota Communications Materials (30%)

- Design and facilitate communication pieces for various projects and events, primarily in Canva, including the annual OutFront Minnesota Gala, Youth Summit, Lobby Day, and Pride;
- Maintain and articulate organizational brand identity (logos, manual of style, our “look”) and ensure consistency of use across the organization;
- Manage the development of all Outfront Minnesota communications collateral; ensure adequate inventory of all collateral materials;
- Working with Office Manager, ensure branded organizational items and materials for Pride and tabling events throughout the year are fully stocked;
- Manage printer and vendor relationships.

Emails, Copywriting, and Database Management (20%)

- Develop a working understanding of our institutional database;
- Format, edit, and send emails to OutFront Minnesota’s email list of 30,000+ supporters;
- Support the creation of institutional external newsletters and mass communications, and/or review and copy-edit the work of staffs' external mass communications to ensure professional written communication standards;
- Working with organizational partners, create and edit online action pages (petitions, event sign-ups, etc);
- With Director of Development and Communications and the Associate Director of Development, ensure sponsorship recognition is implemented for organization and corporate sponsors;
- With Director of Development and Communications and the Associate Director of Development, ensure donor acknowledgement letters and annual appeals are delivered on time;
- Maintain and update the Outfront Minnesota website.

Event support (10%)

- With staff, assist in the execution of organizational events;
- Be a contact point for contract photographers and videographers for events, provide guidance and assistance when needed;
- Facilitate and steward relationships with external program partners;

- Help table at external events and ensure a consistent organizational message is maintained at all community events.

Anti-Racism Expectations:

- Abide by and lead organization-wide efforts to incorporate anti-racism principles and cultural competency into all aspects of work.
- Lead in developing and growing an anti-racist culture within the department.
- Lead workplace and local community organizing equity and justice through open sharing of personal anti-racist ideologies and commitments.
- Offer consideration towards racial inequity, injustice, and historical trauma when working with BIPOC staff and leaders.

Qualifications:

- 1-3 years of experience in communications and social media, and a demonstrated record of success
- Basic understanding of graphic design and design tools
- Strong writing and editing skills
- Working knowledge of social media platforms and social media influencing strategies
- Strong time and deadline management, and good team relationships, since the essence of the work involves other groups and multiple timelines and activities
- Knowledge about and commitment to current LGBTQ+ issues
- Strong commitment to equity for LGBTQ+ people, disabled people, people of color, transgender people, youth, elders
- Proven ability and desire to work across differences such as race, gender, ethnicity, age, religious identity, and other aspects of identity
- Desire for coaching and learning new things

OutFront Minnesota is deeply committed to intersectional practices and the work of social, racial, gender, and economic justice. We strongly encourage persons of color, women, trans folks, queer people, people with disabilities, and those who are unemployed or underemployed to apply. If you have any accessibility needs please reach out and OutFront will ensure reasonable accommodations are provided throughout the employment process.

To apply, upload a resume and cover letter [here](#), application materials submitted outside this form will not be considered.