



POSITION DESCRIPTION

Job Title: Strategic Communications Manager
Reports To: VP of External Relations
Exempt/Nonexempt: Exempt
Direct Reports: None

Purpose

This position leads the strategic alignment of communications, with an emphasis on digital and print content development, for effective stakeholder engagement at ServeMinnesota. The role is responsible for executing a unified brand narrative across platforms that drives recruitment, retention, and public engagement. The Strategic Communications Manager ensures that all messaging reflects ServeMinnesota's commitment to community partnerships, innovation, and programmatic impact. ServeMinnesota is committed to fostering a welcoming environment united by our shared mission.

Essential Job Functions

Strategic Communications & Brand Management

- Develop and manage cohesive messaging across digital, print, and in-person channels, ensuring brand consistency and alignment with organizational goals.
- Lead content strategy and editorial planning for social media, newsletters, website, blog, video, and SMS/MMS outreach.
- Oversee media relations, including press releases, media inquiries, and positioning ServeMinnesota as a thought leader.
- Manage content creation workflows, editorial calendars, and content management systems (CMS).
- Manage and maintain the organization's website ensuring it is current and functional.
- Conduct competitive audits and usability testing to optimize content performance and user experience.

Digital Engagement & Analytics

- Drive digital marketing strategies to support AmeriCorps member recruitment and retention.
- Manage CRM systems (e.g., HubSpot, Bloomerang) with outreach and engagement efforts.
- Monitor and report on key performance indicators (KPIs) such as engagement, conversion, SEO rankings, and user experience.
- Leverage analytics to refine content strategies and improve campaign effectiveness.

Stakeholder & Community Engagement

- Serve as a liaison between all departments and AmeriCorps program partners to ensure communications efforts align with organizational goals and standards.
- Provide branding guidance and support to external partners, including post-secondary institutions who are supporting localized recruitment efforts with their student populations.
- Plan, support and execute events that elevate ServeMinnesota's visibility and community presence.
- Represent the organization at community events and stakeholder site visits as needed.
- Support fundraising campaigns, donor communications, and event planning as needed.

Success Criteria

The Strategic Communications Manager will be measured by continual improvement of member support and retention through storytelling, as well as the increase of new prospects into the enterprise through the consistent development and deployment of content to each persona group. Success metrics include:

- Support AmeriCorps programs and initiatives in meeting their recruitment goals
- Grow digital engagement and brand recognition.
- Support legislative and development goals with timely and relevant reports, white papers, media releases and informational materials.
- Develop impactful communications that support ServeMinnesota and AmeriCorps program partners as directed.
- Strengthen cross-sector partnerships and community trust.
- Deliver consistent, inclusive, and impactful storytelling across all channels.

Job Qualifications

Minimum

- Bachelor's degree in Communications, Journalism, Marketing, Public Relations, or related field.
- 5–7 years of experience in multichannel (print and digital) content creation and strategic communications.
- Exemplary writing, editing, and storytelling skills across formats and platforms.
- Proficiency in CRM systems, analytics tools, and digital marketing platforms.

Preferred

- Experience with localization strategies.
- Familiarity with AmeriCorps or national service programs.

What We Offer:

- Competitive salary range of \$66,000-\$78,000 depending on experience.
- Comprehensive benefits package including 403b retirement plan

- Hybrid work environment with flexibility
- Meaningful work with a mission-driven team
- Opportunities for professional development and advancement
- A welcoming culture of learning and collaboration

To Apply:

Please submit your resume and a brief cover letter outlining your interest in the position and alignment with ServeMinnesota's mission. Please send your resume and cover letter to applynow@serveminnesota.org.

About ServeMinnesota

At ServeMinnesota, we are highly invested in the success of our people. We strive to make it an awesome place to work and we recruit passionate people. We are looking for people who are energized by making an impact in our communities through national service.

This position is available to all, without regard to Race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, familial status, disability, sexual orientation, or age. It is also unlawful to retaliate against any person who files a complaint about discrimination. In addition to filing a complaint with local and state agencies that are responsible for resolving discrimination complaints, you may bring a complaint to the attention of the AmeriCorps Agency.

AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.