



COMMUNICATIONS SPECIALIST

Salary Full-Time

St. Paul, MN, US

Compensation: \$45,000 to \$55,000 annually and complemented by a suite of benefits

Reports to: Executive Director

ABOUT THE ANN BANCROFT FOUNDATION

For 25 years, the Ann Bancroft Foundation (ABF) has supported Minnesota girls in grades K-12 to realize their highest dreams.

ABF strives to eliminate barriers for girls to achieve their dreams and offers tools that will allow a girl to feel supported along the way. Through grants, mentorship, and ongoing development opportunities, ABF gives Minnesota girls the strength to imagine something bigger and achieve their full potential.

ABF exemplifies the spirit of explorer and educator Ann Bancroft, whose leadership and personal and historic achievements have inspired many to courageously take on new challenges. Bancroft organized and led the first-known all-woman expedition to Antarctica, becoming the first woman to reach both Poles across the ice.

ABF operates with a passion for making a difference in girls' lives and chooses to partner with like-minded individuals and organizations to cultivate an environment that supports girls in the achievement of their dreams. The ABF community, composed of alumni who have received grants, mentors who guide the process, activity providers who enhance the impact, and supporters who fund our programming, is diverse, inclusive, connected, accessible, transparent, healthy, and supportive. ABF encourages members of this community to be bold, courageous, and innovative. We take pride in the growing pool of people who eagerly claim membership in our community.

POSITION DESCRIPTION

The Communications Specialist works collaboratively across the organization to execute and manage day-to-day traditional, digital, and multimedia communications to advance ABF's impact and our goals of increasing awareness, engagement, acquisition, and reach.

The ideal candidate possesses strong attention to detail and clear and consistent written and oral communication. A demonstrated ability for creative story-telling, balancing multiple priorities and deadlines is also essential.

KEY RESPONSIBILITIES:

- Collaborate to generate authentic story ideas that align with our key messages and advance our narrative
- Proactively create and manage specific deliverables, including writing and editing copy for blogs, social media posts, advertisements, web content, regular website management, newsletters, taking videos and photos, creating graphics, etc.
- Proactively manage social media channels and strategy
- Actively support content strategy and creation for marketing and communication materials and publications (annual report, appeal letters and emails, online campaigns, etc.) from project start through completion
- Proactively track and report content and dashboards
- Support the communication activities, including public relations and marketing projects
- Manage or support the execution of organization in person or virtual events, including fundraising events, organization retreats, seminars, and special events
- Provide support on preparing deliverables across the organization (proof-reading, graphics, PowerPoint presentations, materials for speaking engagements, photo selection, etc.)
- Manage communication project timelines, communications/social media content calendars, coordinate internal and external resources to execute tactics, report on the status of projects, and evaluate effectiveness
- Support database management of CRM including ensuring data quality and integrity
- Acts as a liaison with marketing, communications, or design business partners

Perform other duties as assigned.



EXPERIENCE / QUALIFICATIONS

The Communications Specialist must believe in and be a passionate advocate for ABF's mission. A strong applicant will possess these qualifications:

Experience:

- Three to four year's communications and /or public-relations related experience
- Three to four year's experience writing and editing organizational communication (i.e. newsletters, brochures, web content, etc.)

Knowledge, Skills, and Abilities:

- Strong interpersonal, oral and written skills
- Exceptional writing and proofreading skills, as well as the ability to adopt the style, tone, and voice of ABF
- Strong story selection skill (i.e. timing, significance, proximity, prominence, human interest)
- Experience with some (or all) of these: Microsoft Office Suite, Adobe InDesign, Adobe Creative Suite, Google Analytics, HubSpot, Hootsuite, Constant Contact, search engine optimization, email marketing, video production, and website content management systems
- Use of data analysis and a curious mindset to optimize marketing communications strategies and tactics

Competencies:

- Excellent communication (both written and verbal) and relationship-building skills with a strong focus on an inclusive and positive environment. Must be able to build trust and interact with stakeholders and staff at all levels and with individuals of diverse backgrounds
- Agile and resourceful problem solver with a solutions-over-obstacles approach
- Excellent judgment and discretion in handling confidential and sensitive information
- Experience managing projects and working with deadlines, including defining and managing the scope of marketing-related activities



- Self-motivated with excellent organizational skills and the ability to successfully juggle multiple priorities
- Exhibit a positive attitude and the ability to work independently on projects, and supportive of team dynamics and needs when necessary
- Work at a desk and computer while writing, typing, and using the phone
- Ability to move around the office and event sites
- Ability to lift, move and set up the necessary equipment for special events

Education:

- Bachelor's degree in Journalism, Communications, English or related field preferred but not required

HOW TO APPLY

ABF is committed to recruiting, selecting and developing employees based on individual merit. We provide equal employment opportunities to everyone regardless of race, color, religion, sex, national origin, age, or disability.

Qualified candidates are encouraged to submit a cover letter, resume, and three professional references to careers@annbancroftfoundation.org