



## Southwest Initiative Foundation Job Description

### **POSITION:**

Communications Specialist

### **POSITION SUMMARY:**

This position implements Southwest Initiative Foundation's branding, communications, marketing, public and media relations, event coordination and fundraising plans primarily through content development, project management and campaign management. This position manages the main website, e-communications and fundraising campaigns. The Communications Specialist has excellent writing skills and is articulate, personable, highly motivated, takes initiative, and works well independently under general supervision, as well as across organizational teams.

### **MAJOR RESPONSIBILITIES:**

- Develop content and stories to promote Southwest Initiative Foundation and the southwest Minnesota region, including idea generation, research, interviews, writing and editing
- Coordinate production of print pieces as assigned, including developing and editing content, working with graphic designers and printers and coordinating mailings
- Take and coordinate photography as needed; manage photo archive
- Develop, update and maintain fact sheets, flyers and other materials for in-house production
- Develop and distribute news releases; maintain accurate and updated media contact lists
- Manage and update web presence, including website and social media
- Develop and execute e-communication strategy, including content development, design and list management for e-newsletters and other messages
- Develop and execute mail and e-mail campaigns, including strategy, message development, project management and follow-up
- Develop and execute strategy for donor stewardship connected to fundraising campaigns
- Coordinate organizational and donor events and organization-sponsored events—such as banquets, receptions, conferences, workshops, tradeshow, etc.—including scheduling, venue selection, contracts, set-up/logistics, RSVPs, printed materials, etc.
- Maintain accurate files and collect information for newsletters, news releases, annual reports, campaigns, presentations, other publications and events in cooperation with the communications and development teams
- Organize and edit donor and grant lists for recognition materials
- Assist staff with proofreading and editing of messages and documents
- Be familiar with all Southwest Initiative Foundation programs and services



- Professionally and accurately represent Southwest Initiative Foundation to donors, clients and stakeholders
- Participate in internal staff functions, meetings and events
- Carry out other duties as assigned by supervisor

**KNOWLEDGE, SKILLS AND ABILITIES REQUIRED:**

- Excellent communication skills, both verbal and written
- Excellent project management skills, including developing plans and meeting deadlines
- Skill in researching, organizing resources and establishing priorities
- Personable, motivated, flexible under pressure and highly organized
- Creative eye and innovative approach to storytelling and developing messages
- Customer-service oriented toward internal and external constituents; enjoy serving others and working across teams
- Ability to work independently and manage time effectively, strong critical thinking
- Accuracy and attention to detail
- Experience with graphic design and print production
- Experience with website management, e-communications and social media
- Ability to lift 40 pounds on occasion

**MINIMUM QUALIFICATIONS:**

Post-secondary degree in English, communications, journalism, marketing, public relations or related field required. 1-2 years of significant project experience related to marketing/communications and/or fundraising is preferred. Excellent written and verbal communication and project management skills required. Enthusiasm and commitment to southwest Minnesota's people and communities are essential. Some experience with graphic design, print production, websites, e-communications and customer relationship management technology preferred. Must have a current driver's license and an insured personal vehicle. This position requires occasional travel, mainly within the southwest Minnesota region.

**STATUS:**

Full Time, Exempt

**REPORTS TO:**

Communications Director

**OFFICE LOCATION:**

Hutchinson-based  
Field office option available