

Mary's Pence – Communications Manager

Organization Profile

Mary's Pence's mission is to invest in women across the Americas by funding community initiatives and fostering collaborations to create social change. We envision a world where empowered women and their communities flourish in solidarity and justice. Mary's Pence is multi-faith, feminist, and inspired by the values of dignity, solidarity, and justice.

In the United States the Mary's Pence Grants program provides financial support and capacity building to grassroots women's groups across the country. In Central America and Mexico, we partner with ten women's groups in 5 countries on economic security, strong local women's organizations, family farming and emotional wellness.

Our annual budget is approximately \$700,000. Approximately 80% of our funds come from individual donors, with less than 20% from grants. Supporters of Mary's Pence are located across the country, and much of our communication is written – newsletters, emails and social media.

Mary's Pence has a staff of nine - six based in the United States, and three staff members in Latin America. The Communications Manager works closely with the Executive Director and the Development Manager, as well as board members, staff and volunteers. To learn more about Mary's Pence, visit our [website](#), view our [annual report](#), and watch our [Responsive Philanthropy Award](#) video.

Job Summary

Responsible for strategizing, planning, and implementing communications to donors and potential supporters, highlighting the work of our two programs – Mary's Pence Grants and ESPERA. Manage all communications channels including newsletters, social media, appeals, annual report and brochures and our website. Provide communications support to other functions within the organization. Responsible for public relations and provides support for miscellaneous outreach projects (such as book group, possible podcasts, conference exhibiting, etc.). Provides work direction to an office staff working with social media, graphic design and support for communications function. *This is a new position, and we are excited about the opportunities it will create for the organization.*

Role and Responsibilities

Strategy and Role

- Create an annual communications plan for the organization focused on various audiences, in collaboration with other staff roles.
- Coordinate with the Executive Director and Development Manager in creating the annual communications budget supporting strategy, and track expenses toward this budget.

- Serve as an organizational brand manager, refining and enhancing brand image and messaging to reflect programs as they grow and change.

Content Creation

- Create original written content for all communications channels to increase stakeholder understanding and support of Mary's Pence work.
- Ensure compelling graphic design elements, and incorporate graphics, images and videos, to engage audiences with our work.
- Create and ensure the production of high-quality print and digital materials, including newsletters, brochures, social media and annual report.

Management of Communication Channels

- Collaborate across the organization to ensure carefully curated content is strategically shared across multiple channels including but not limited to e-mail, website, social media, grants and print materials, and donor communications.
- Manage the development, distribution, and maintenance of all print and digital materials, including newsletters, brochures, website, and social media.
- Stay current on tools and trends in the field of nonprofit communication and use this information to shape strategies and tactics.

Process and Administration

- Create a process for development of campaigns and projects to ensure clear goals, appropriate involvement of staff, effective process and timelines.
- Create key message guide, containing overview statement, information on each program, MP funding, etc. that can be used by staff and board.
- Review and revise written and visual communication standards, create criteria for evaluating communications pieces. Ensure consistency of message and branding in all internal and external communications of the organization.
- Manage organization's physical and digital files so materials are accessible and archived for use by staff.
- Manage vendor relationships with printers, mail houses, website developers, and graphic designers.

Evaluation

- Track and analyze relevant communications data and online engagement metrics to inform decisions about audiences and effective use of channels.

Other

- Periodically plan and oversee donor events, conference exhibiting and outreach projects.
- Provide work direction to staff working with social media and graphic design, and volunteers working on projects.
- Use the donor management system (DonorPerfect) to track donor contacts, while maintaining data integrity.
- Lead media relations efforts.

Knowledge and Experience

- 3-5 years of experience in a communication role, managing outward facing communications and supporting communications throughout the organization.
- Experience in a non-profit setting, including working with volunteers.
- Excellent communication skills, including written, visual, and verbal communications. *Strong writing skills are essential to the job.*
- Computer proficiency, including desktop and donor database tools (Donor Perfect). Experience with InDesign, Constant Contact (email marketing platform), Later, Canva, WordPress (website), photo and video editing tools, and Google Suite helpful.
- *Bi-lingual in English / Spanish required to fully represent our programming.*
- Bachelor's degree with coursework in design, communications, journalism, or related field (or equivalent combination of education and experience).

Values and Work Style

- Highly organized, self-motivated and able to manage multiple and complex projects. Organized and diligent about record-keeping and administration while setting and meeting deadlines.
- Creative and enjoys bringing new ideas to the organization.
- Committed to working collaboratively with all constituent groups, including staff, board members, volunteers, donors and program participants.
- Flexible working style, willing to give and take, willing to flex to the tasks needed, including administrative tasks. Comfortable in a small “everyone pitches in” office environment.
- Ability to serve as a unifying force and to position communications discussion at both the strategic and tactical levels.
- Comfortable with diversity – age, political views, faiths, etc.
- Passion for social justice, particularly women’s issues in the U.S. Mexico and Central America.

Welcoming Statement: The Mary’s Pence community welcomes you.

Founded on the core values of **dignity**, **justice**, and **solidarity**, we seek to be a space of belonging and purpose where community comes together to work for social justice.

The integrity of our work depends on Mary’s Pence reflecting the diversity of the community, and the world, with regard to race, economic status, abilities, faith or beliefs, geography, age, gender identity, and sexual orientation.

Our spiritual roots and feminist values bring us together to listen and learn from one another, and to determine the path forward. There is wisdom in the whole. We invite you to join us in this work.

Compensation and Benefits

Hours and Salary: Full time, salary based on experience. Range is \$45,000-\$65,000.

Health Insurance and Retirement Benefits: Generous comprehensive package.

Vacation and Holidays: 17 holidays and 5 vacation days year one

Deadline: Until filled.

Location: 275 East 4th Street, #642, St. Paul, MN 55101

To Apply: Send resume and cover letter to christine@maryspence.org