



Position Title: Marketing and Communications Manager

Department: Development

Reports to: Chief Development Officer

Location: 663 University Ave W, Suite 200, Saint Paul, MN 55104

Salary: \$50,000 - \$60,000

Closing Date: September 6, 2021

Job Type: Full time, M-F

ORGANIZATIONAL PURPOSE AND STRUCTURE

Neighborhood Development Center (NDC) is a non-profit organization that offers training, lending and technical assistance to inner-city entrepreneurs in Saint Paul and Minneapolis. NDC's mission is to improve neighborhood economies by developing the talents of micro-entrepreneurs within their own communities. NDC has trained more than 6,000 people to date (80% of whom are people of color.) We currently have nearly 650 alumni in business.

NDC places strong emphasis on accountability, adaptability and commitment to working closely with clients to help overcome obstacles and barriers. NDC's work relies upon collaboration and strong personal relationships. These values drive our policies, programs and personnel.

NDC is a small, friendly, busy office with a fast-paced work environment. Employees must be innovative, entrepreneurial and be willing to tackle a wide variety of tasks. Successful employees will have a passion for social justice and an eagerness to engage in the communities where we work.

Position Purpose

Working with the Chief Development & Communications Officer, create organizational marketing/communications strategy and Implement marketing/communications strategies internally and externally for NDC and Midtown Global Market.

Responsibilities:

Marketing/Communications

- Create branded collateral for all NDC programs, e.g. brochures, email blasts, etc.
- Oversee social media across Facebook, Twitter, and Instagram
- Create branded collateral for donors and funders, e.g. annual reports, white papers, etc.
- Create storytelling opportunities to be shared in print, web, and social
- Create photo and video content and/or oversee photo and video projects
- Maintain NDC website and keep content relevant
- Draft press releases in coordination with external PR firm
- Track media about NDC, and share with internal and external audiences as appropriate
- Ensure branding standards across all collateral, including workshop presentations, info sessions, etc.
- Create event collateral, theme design, and visuals for any organizational events
- Provide onsite support as needed

Qualifications:

- Experience with Adobe Creative Suite, in particular, Illustrator, Photoshop, and InDesign
- Experience creating and implementing strategies
- Ability to project manage with external consultants
- Ability to thrive in a fast-paced, entrepreneurial environment
- Passion for supporting BIPOC entrepreneurs

To apply please send cover letter, resume and portfolio samples to HR@ndc-mn.org