

## **Director of Communication and Outreach**

**Location:** Hybrid position – onsite in Red Wing at least two days per week, virtual via Zoom technology, and some travel in SE Minnesota 3-4 times per month for community engagement and partnership building. Must live within a one-hour drive to Red Wing (relocate before starting work).

### **ABOUT RED WING IGNITE**

Since its inception in 2013, Red Wing Ignite (RWI) has fueled economic development in Southeastern Minnesota, establishing broad and deep partnerships to spur and expand regional innovation by connecting entrepreneurs to the right resources at the right time.

#### **We Support Entrepreneurs**

By building relationships. Developing the foundation to effectively provide support of business ideation and growth.

By creating connections. Ensuring entrepreneurs are connected to the people and resources they need.

#### **We Support Small Business**

By providing space. Our coworking environment is welcoming and allows businesses to have a place to run and launch their operations.

By offering resources. We are a one stop shop to facilitate the navigation of regional resources.

#### **We Support Community**

By partnering well. We strive to be a proactive partner and collaborator on local initiatives that improve our community.

By investing in growth. We provide education and resources that facilitate business vitality in the region.

## **THE ROLE**

The Director of Communication and Outreach will build the RWI brand by leading engagement and building community relationships while managing storytelling and marketing efforts across multiple media platforms.

### **Position Summary**

The position reports directly to the Executive Director and will lead the strategic planning and execution of all communication and engagement efforts to enhance the organization's visibility, foster community relationships, share the story, and build the brand. This role oversees digital communications, community engagement, branding initiatives, and public and media relations. The ideal candidate is a strategic thinker, skilled communicator, natural storyteller, and proactive leader passionate about making a difference in the community.

## **Key Responsibilities**

### **Strategic Planning**

- Develop and implement a comprehensive communication and engagement strategy aligned with the organization's mission and goals.
- Identify key messages and target audiences to communicate the organization's impact and initiatives effectively.

### **Storytelling**

- Gather stories and compelling narratives (video, photos, interviews, etc.) that highlight the organization's mission, values, and impact for various platforms, including blog posts, social media, news and press releases, and annual reports.
- Craft compelling narratives and use storytelling to highlight the organization's mission, values, and impact to drive engagement and support for the organization's programs and initiatives.
- Develop and share stories that resonate with diverse audiences, including donors, community members, and stakeholders.

### **Digital Communications**

- Oversee the organization's digital presence, including website, social media, and email newsletters.
- Develop and execute content strategies to engage and grow the organization's online community.
- Monitor and analyze digital metrics to optimize communication efforts.
- Provide communications support for fundraising initiatives and donor stewardship efforts.

### **Community Engagement**

- Work in partnership with the E1 Navigator, a key member of our team who facilitates connections and provides support to entrepreneurs, to build and maintain partnerships with community organizations, stakeholders, and influencers.
- Plan and execute engagement events, workshops, and initiatives to increase community involvement and support.
- Represent the organization at community events, meetings, and networking opportunities.

### **Brand Management**

- Ensure coherent and cohesive branding across all communication channels and materials, including but not limited to website, social media, email newsletters, blog posts, and press releases.
- Develop marketing campaigns to promote events, programs, and initiatives.
- Collaborate with design contractor(s) to create compelling visual content.

## Qualifications

- A bachelor's degree in Communications, Public Relations, Marketing, or a related field (a Master's degree is preferred). Experience in the field will be considered.
- 5+ years of experience in communication, public relations, or marketing, with at least two years in a leadership role.
- Proven track record of developing and executing successful communication and engagement strategies.
- Exceptional written and verbal communication skills.
- Strong understanding of digital media, social media platforms, and analytics.
- Ability to build and maintain relationships with media, community partners, and stakeholders.
- Excellent organizational and project management skills.
- Creative thinker with the ability to develop innovative communication solutions.
- Natural storyteller with the ability to craft and share compelling narratives.
- Experience working in a nonprofit environment is a plus.
- Must live within 1 hour of Red Wing, MN, preferably in the 11-county region of SE Minnesota

## Benefits

- Comprehensive benefits package includes professional development opportunities to support continuous learning and growth, a collaborative and mission-driven work environment dedicated to making a difference in the community, and the following benefits currently
- Full-time 32-hour, four-day work week with flexible scheduling available
- Red Wing Ignite provides full-time staff with a competitive package, including four weeks of PTO and 15 paid holidays.
- Life and health insurance, employee 401K retirement savings plan with match
- Salary Range \$70-\$75K

## How to Apply:

- Interested candidates should submit a resume, cover letter, and writing samples to [stacy@redwingignite.org](mailto:stacy@redwingignite.org)

## Our commitment to Diversity, Equity, Inclusion and Justice

Red Wing Ignite is an equal-opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all. We value and respect the unique perspectives and contributions of every individual.