

## JOB DETAILS

### *Job Function* – **Communications Specialist**

*Industry* - Non-profit Organization

*Classification* – Contract/1099 Position

*Pay Range* - \$40,042 - \$48,400

The West Broadway Business and Area Coalition (WBC) provides services and performs functions with the goal of vitalizing West Broadway, the main commercial corridor of North Minneapolis. The WBC works towards this end by focusing on efforts in three main areas: Business Support and Recruitment, Place-making, and Planning, Zoning and Development.

The WBC is located on West Broadway in North Minneapolis. The office environment is busy and fast-paced and requires a high energy level as there is a sense of urgency related to the work of the organization.

## PRIMARY RESPONSIBILITIES

- Provide graphic design, web design and maintenance and marketing assistance for the WBC. The WBC works with designer consultants, but this person is the in-house designer for the WBC team.
- Provide graphic design services for promotions of WBC and its programs including the Northside Business Luncheon, Flow, Open Streets West Broadway and other projects as defined by the Executive Director.
- Manage the WBC and related programs website.
- Track and evaluate all organizational communications networks, including social media, websites and other online communications.
- Coordinate outreach to artistic community on pop-ups, farmer's market, and other arts-related programming.
- Manage online presence, including updating content and design of websites, social media, and other online communications.
- Prepare mailings, reports and other documents, including marketing materials, newsletters, training packets, manuals, etc.
- Manage the West Broadway Web and Social Media Promotion Program. Provide direct technical assistance to businesses that wish to improve their use of social media.
- Publish WBC e-Newsletters that are fresh and have a consistent voice.
- Manage online presence for WBC and FLOW Northside Arts Crawl including updating content and design of websites, social media accounts, and branding when applicable.
- **Other duties as assigned or requested.**

## QUALIFICATIONS

- Experience in graphic and web design with a marketing, communications, or other relevant background
- Experience with website content, newsletters, and other communications
- Excellent writing/editing and verbal communication skills
- Demonstrated ability to multi-task and meet all deadlines.
- Demonstrated ability to work independently with a high level of accountability, follow-through.

WBC is striving to create an inclusive organizational culture. We strongly encourage applications from candidates who identify as Black, Indigenous, and People of Color (BIPOC), people who identify as LGBTQIA+ and non-binary, people living with disabilities, and people from marginalized communities. We are happy to discuss the steps we've taken to integrate Equity, Diversity, and Inclusion values into our workplace.