



# MINNESOTA COUNCIL OF NONPROFITS

## Engagement and Content Manager (Minnesota Budget Project)

### Organizational Summary

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The Minnesota Council of Nonprofits (MCN) is the largest state association of nonprofits in the United States with over 2,300 members from across Minnesota. With a mission to inform, promote, connect, and strengthen individual nonprofits and the nonprofit sector, MCN is committed to building the capacity of nonprofits across Minnesota, and elevating the sector's influence among policymakers, funders, and the public.

The Minnesota Council of Nonprofits (MCN) was founded in 1987 to meet the increasing information needs of nonprofits and to convene nonprofits to address issues facing the sector. The organization accomplishes its mission in five ways: education and professional development, research on nonprofit sector trends and tax and budget issues, public policy, cost savings partnerships, and local, state, and federal advocacy. MCN is dedicated to enhancing and improving cultural humility, intentionally creating inclusive and accessible spaces, and working to end disparities in power, money, access, and resources within the nonprofit sector and in government decision-making at the local, state, and federal levels.

The Minnesota Budget Project is a program of MCN with a track record of successfully combining sound research and analysis with advocacy, engagement, and communications strategies to enact policy change, particularly in the areas of budget, tax, and economic policy. The Minnesota Budget Project is one mechanism by which MCN advances [its vision of a healthy, cooperative, and just society](#).

### Objective

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The Minnesota Budget Project's engagement manager develops, implements, and coordinates digital communications, civic engagement, and partner engagement strategies and tactics in support of the Minnesota Budget Project's mission to advance public policies that expand opportunity and economic security to all Minnesotans, particularly Minnesotans with low incomes and communities of color.

The engagement manager collaborates with members of the Minnesota Budget Project team, other MCN staff, and state and national partners to advance the project's goals.

The Minnesota Budget Project is the Minnesota partner in the national [State Priorities Partnership](#) (SPP), a network of more than 40 nonprofit research and advocacy organizations that fight for a just and equitable America. Through SPP, this position has access to professional

development opportunities, peer-to-peer learning, and fellowship with colleagues across the country engaged in similar work, and access to national experts at the Center on Budget and Policy Priorities.

## **Functions and Tasks**

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### **Digital media and strategic communications (65%)**

- Collaborate with the Minnesota Budget Project director and communications director to develop and optimize a comprehensive communications and engagement plan.
- Design and implement strategic communications and engagement tactics for various platforms, including social media, email, digital ads, website, and/or phone programs.
- Along with the communications director, identify audiences, constituencies, and communities to educate and activate to achieve project goals, including individual fundraising goals and donor stewardship tactics.
- Manage the project's engagement listservs and digital engagement platforms; develop and implement audience-building strategies, including audience segmentation.
- In collaboration with the communications director, develop and implement measurement tactics and analytics dashboards to assess effectiveness of strategies and tactics.
- Produce communications and civic and partner engagement materials that translate complex budget and tax issues for key audiences, in collaboration with team members.
- Develop graphics, presentation slides, and digital content in collaboration with team members to strengthen the effectiveness of the project's public-facing materials.
- Project manage civic engagement campaigns from conception to assessment, including coordination with team members and partners.
- Collaborate with team members to support other engagement tactics connected to direct advocacy.

### **Partner engagement (25%)**

- Build and maintain relationships to support success in this role.
- Support organizational partners' engagement in advancing shared policy goals through strategies such as sign-on letters, convenings, and collaborative social media activities, in collaboration with team members.
- Identify potential research, communications, and engagement products that support partner engagement.

### **Other Responsibilities (10%)**

- Contribute to the project's annual workplan and policy agenda development processes.
- To support the operational stability of the organization and health of individual employees, this position may be cross-trained on key activities of other positions to ensure redundancies are in place and asked to temporarily cover duties in the case of business disruptions.
- Manage the team's internal communications systems and platforms, such as Trello and Teams.

- Participate in relevant State Priorities Partnership activities.
- Perform other job duties as assigned.

## **Expectations**

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MCN values a commitment to learning, curiosity, and self-directed work beyond what is outlined in a formal job description that mutually supports the professional growth of its employees and benefits the organization. In addition to primary duties and departmental work, all positions at MCN are encouraged to engage in work such as participation in organizational committees or projects that advance MCN's collective strategic and/or operations goals.

- Represent MCN in a professional manner with members, visitors, and other constituents at all times.
- Work within the parameters of MCN's annual operating budget.
- Attend and assist with MCN conferences and other events.
- Participate in internal MCN committees or projects.
- Work with other staff members to help meet MCN's goals.
- Help create an inclusive and welcoming environment for all individuals regarding diversity which may include geography, race, ethnicity, socioeconomic status, immigration status, veteran status, familial status, sexual orientation, gender and gender identity/expression, age, ability, and religion.
- Demonstrate role-appropriate understanding and responsibility related to the organization's financial picture and operating budget, as defined by MCN's [Organizational Financial Literacy and Staff Empowerment](#).

## **Minimum Requirements**

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- Minimum of four (4) years in communications, marketing, or other related field; at least three years of which include digital marketing, civic engagement experience, writing and creating graphics for multiple digital channels, and implementing online engagement strategies.
- Proficient in email, social media, website, graphics creation, and engagement platforms, such as Action Network, Twitter, Facebook, Instagram, LinkedIn, Tiktok, Visme, or Canva. Experience with audience management and segmentation.
- Demonstrated experience tracking and analyzing engagement and audience activities across an organization's website, social media, and other digital content channels, using Google analytics, social media analytics, pixel tracking, and other tools.
- Excellent writing and oral communications skills, including the ability to distill complex policy issues into engaging, relatable messages and adapt tone for different audiences.
- Strong organizational and project management skills, a demonstrated ability to meet deadlines, manage competing priorities, and work both independently and as part of a team.

- Demonstrated ability to think strategically and creatively.
- Strong commitment to accuracy and attention to detail.

### **Preferred Requirements**

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- Experience using a racial justice frame of reference in the development of issue campaign materials.
- BA or BS or equivalent experience in communications, marketing, or other related field.
- Previous experience working in nonprofit organizations, issue advocacy organizations or campaigns, community-based groups, or government positions.
- Knowledge of the nonprofit sector's role in public policy and public services is strongly preferred.
- Experience conducting partner engagement strategies and/or civic engagement digital or phone programs.

### **Working Conditions/Physical Demands:**

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- Requires frequent use of a telephone, Microsoft Teams, Zoom, or other applications, speaking in a clear and understandable manner.
- Requires frequent participation in repetitive motion activities including typing on a computer keyboard and/or other tasks.
- Frequently requires the ability to work for several hours at a time at a desk and computer monitor.
- Requires occasional extended work hours, particularly during the legislative session.
- Occasional travel to the Minnesota State Capitol and other locations in the Twin Cities metro area to participate in coalition meetings, press conferences, and other activities.
- Requires occasional state and national travel, including overnight and multi-day travel, primarily for conferences and training opportunities.

### **Additional Information**

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**Reports to:** Minnesota Budget Project communications director

**Classification:** Regular, Full-time (40 hours/week), Exempt

**Compensation:** \$60,000 - \$67,000 per year (starting range)

**Benefits:** Health and dental insurance, retirement plan (including employer contribution and match), Section 125 (flex) plan, long-term disability, life insurance, sick and safe time, vacation plus personal days and summer hours, paid holidays, paid parenting leave.

**Hours:** MCN's office hours are 8:30 am through 4:30 pm, Monday through Friday. Some work schedule flexibility may be explored with this position's supervisor.

**Location:** MCN values the importance of place-based roles in developing and sustaining relationships within communities in Minnesota and supporting Minnesota's statewide economy. This position requires the employee to reside in Minnesota and work frequently at MCN's St. Paul office.

Telework arrangements within Minnesota may be explored with this position's supervisor and HR. Due to the complexity of varying state labor and tax laws across the United States, work outside of Minnesota is generally not permitted.

**Other:** The Minnesota Council of Nonprofits is recognized as an Employer of National Service with the Corporation for National and Community Service. AmeriCorps, Peace Corps, and other national service alumni are encouraged to apply.

MCN employees may be eligible for Public Service Loan Forgiveness.

The Minnesota Council of Nonprofits is an equal opportunity employer and does not discriminate based on race, color, religion, creed, age, sex, national origin, ancestry, marital status, pregnancy, familial status, disability (including those related to pregnancy or childbirth), membership or non-membership in a labor organization, sexual orientation, size, status with regard to public assistance, genetic information or any other characteristic protected under local, state or federal statute, ordinance or regulation.