



POSITION TITLE: Director of Communications

REPORTING RELATIONSHIPS: Executive Director

STATUS: Part-time (20-24 hours per week)

Arrive Ministries: Is a faith-based organization, in community with the local Church, which seeks to see refugees and immigrants transformed economically, socially, and spiritually. Our mission is to bring lifelong transformation to refugees and immigrants in Minnesota.

Summary of Position: Reporting to the Executive Director, the Director of Communications will set and guide the strategy for all communications, website, and public relations messages and collateral to consistently articulate the organization's mission. The Director of Communications will work closely with the leadership team, and various ministries within the organization, such as SALT and RLM, and as needed with outside designers to develop an ongoing communication plan and roadmap for the organization in areas of marketing, communication, public relations, social media, and donor communications.

Responsibilities

- Develop, implement, and evaluate the annual communications plan (and budget) across the organization's various audiences in collaboration with Arrive Ministries' leadership team.
- Recommend priorities, key approaches, and develop tools for telling the A.M. story through:
 - Print (brochures, mailers, letters, fund-raising appeals)
 - Digital (email, website, social media)
 - Video Production
 - Events and Special Programs
 - Church and Community Presentations
- Work with department heads to enhance their constituent/volunteer communication -especially Refugee Life Ministries (RLM) and Somali Adult Literacy Training (SALT)
- Write and edit key marketing copy to ensure clarity and impact, including interviewing staff, clients, and volunteers to create compelling stories.
- Lead the generation of online content that engages audience segments and leads to measurable volunteer, donation and GIK action. Decide who, where, and when to disseminate.
- Manage the development, distribution, and maintenance of all print and electronic collateral including, but not limited to, newsletters, brochures, website and social media.
- Oversee the creation and distribution of a monthly electronic newsletter and periodic (2-3x per year currently) printed newsletter.
- Coordinate webpage maintenance- ensuring that new and consistent information (article links, stories, and events) is posted regularly.
- Manage all media contacts.
- Lead project communication as assigned, such as cause-related marketing and special events.
- Recruit, train and guide qualified volunteers to help implement the communication plan.

Qualifications:

- Four year degree in communication and/or public relations or equivalent job experience
- Valid MN Driver's License with proof of insurance and good driving record
- Competency using computer applications for writing, editing and production, including:
 - Familiarity with Adobe Creative Suite to create graphics for promotional purposes.
 - Familiarity with Abode Premiere Pro for video editing
- A demonstrated faith in Jesus Christ and compatibility with our mission
- Agree with Transform Minnesota's Statement of Faith, Core Values, and Code of Conduct