QUEERSPACE collective Communications Manager

Job Description

Organization: QUEERSPACE collective  
Position Title: Communications Manager  
Position Type: Full-Time; Exempt  
Reports to: Development and Communications Director

To Apply: Email resume and cover letter to hr@queerspacecollective.org by July 15. Apply early – interviews are scheduled on a rolling basis.

Organizational Overview:
QUEERSPACE collective works with LGBTQ+ youth, the broader LGBTQ+ community and local organizations to create a strengthened support network and safer spaces for LGBTQ+ youth. QUEERSPACE collective activities include: 1) supporting LGBTQ+ youth through an intergenerational mentorship program focused on building healthy relationships, education and career pathing, and increasing self-esteem 2) providing community events to increase a sense of support, belonging, cultural identity and pride and 3) providing LGBTQ+ inclusivity training and consulting to corporations and other youth serving organizations to create space for LGBTQ+ to feel safe and empowered to be their true selves.

Responsibilities:

Strategy and Reporting
- Develop and implement a comprehensive digital media strategy (social media, web, email) to enhance QUEERSPACE’s digital presence, grow followership, increase revenue, and communicate programmatic impact.
- Utilize analytics tools to measure the impact of communication efforts and adjust strategies accordingly.
- Prepare regular reports on key performance indicators (KPIs) to demonstrate the effectiveness of communication campaigns.
- Stay updated on industry trends and emerging technologies to ensure innovative and effective communication strategies.
- Identify opportunities for improvement and optimization based on data insights.
- Collaborate with Development and Communications Director and Executive Director to develop and maintain brand guidelines.
- Provide guidance to staff and volunteers on adhering to brand standards in their communication efforts.

Content Creation and Distribution
- Create and manage engaging, audience-specific content for digital and print
- Support the development of branded promotional and presentation materials
- Collaborate with the Development and Communications Director to plan and execute marketing campaigns to promote events, partnerships, programs, and fundraising initiatives.
• Collaborate with internal teams to ensure consistent branding and messaging across all marketing materials.
• Identify partnerships and opportunities for cross-promotion to extend the reach of our messaging.
• Manage internal communications platforms, providing training to staff on best practices and use
• Collaborate with internal teams to develop a systematic approach for collecting participant stories.
• Conduct interviews, gather testimonials, and capture multimedia content to showcase the diverse experiences of LGBTQ+ youth, mentors, families, donors and partners in our programs.
• Create a repository of participant stories to be utilized in various communication channels.

External Communications
• Serve alongside the Development and Communications Director as a point of contact for press inquiries and media relations.
• Develop and maintain relationships with key media outlets and journalists to secure positive coverage.
• Draft and edit press releases, media kits, and other materials to effectively communicate the organization's goals and achievements
• Work alongside the Development and Communications Director to ensure timely public responses to current events affecting LGBTQ+ youth
• Be a spokesperson for the organization through networking and speaking opportunities.

Education and Experience:
• Bachelor's degree in related field and 4+ years relevant experience OR high school diploma and 6+ years relevant experience
• Strong track record of meeting and exceeding organizational and personal goals and objectives
• Strong oral and written communication skills; ability to articulate a strong and compelling case for support

Competencies and Attributes
• Effective planning, organizational, and time management skills and keen attention to detail
• Excellent writing, editing, proofreading and interpersonal communication skills.
• Experience managing multiple professional social media platforms and calendars
• Experience in graphic design and/or video editing
• Demonstrated proficiency with Adobe, Wix, Google and Microsoft products
• Ability to work independently and enjoys working in a new, fluid and evolving organization
• Ability to work effectively with and relate to diverse populations
• High level of personal and professional integrity, including ability to protect and maintain confidentiality and data privacy
• Critical thinker, relentlessly creative and decisive problem solver driven to success and making a difference
• An intimate understanding of issues impacting the LGBTQ+ community combined with a passion for and commitment to QUEERSPACE collective's mission and vision

Other Requirements
• Ability to work evenings and weekends; frequently during June
• Ability to work additional hours when needed
• Ability to meet physical demands of the job. The physical demands are representative of those that must be met by an employee to successfully perform the essential functions of the job. While performing the duties of this job, the employee is regularly required to sit, stand, bend, twist, kneel, and communicate. The employee must regularly lift and/or move up to 40 pounds.
Compensation:
Salary: $60,000
Benefits: Health and Dental Insurance, Cell Phone Stipend, 20 days PTO + 11 days Holiday, 401K match

Location:
QUEERSPACE collective offers a flexible work environment with this position based in Minneapolis, MN and virtual. This position will require some weekend and evening hours, as well as local travel.

Other Information:
QUEERSPACE collective is an Equal Opportunity Employer and serves a diverse group of individuals with respect to race, ethnicity, gender identity, sexual orientation, socio-economic status, nationality, and religion. We are committed to the principle of equity and are particularly interested in receiving applications from a broad spectrum of individuals.

If you meet some of the qualifications above, we encourage you to apply or to reach out for more information. We know groups subjected to systemic oppression— including people of color, women, people from working class backgrounds, and people who identify as LGBTQIA+ — are less likely to apply unless and until they meet every requirement. Therefore, we strongly encourage applications from people with these identities or who are members of other communities which are marginalized.

Disclaimer: This job description is meant to describe the general nature and level of work to be performed in this job and is not intended to be inclusive of all the assigned functions, responsibilities, or aspects of the job. QUEERSPACE collective may at its sole discretion amend this job description at any time with or without notice.