



Marketing Manager

HEF BACKGROUND

The Hopkins Education Foundation (HEF), governed by a Board of Directors, is an independent 501(c)(3) nonprofit organization founded in 1995 and supported by loyal donors and community volunteers. The Foundation has successfully raised more than \$3.3 million and awarded over 575 education-based grants that positively impact Hopkins Public Schools students and staff.

FOUNDATION MISSION

HEF partners with the Hopkins Public Schools community to enrich, engage, and energize students' lives by providing new learning experiences and resources.

PRIMARY DUTIES AND RESPONSIBILITIES

- Develop a comprehensive fiscal year HEF Marketing Plan in collaboration with the Executive Director to support the Foundation's annual and long-term business plans.
 - Evaluate effectiveness of past marketing programs.
 - Seek out and pursue new opportunities to promote HEF.
 - Create annual marketing calendar with specific dates for completion with the Executive Director.
- Maintain and update HEF website (WordPress).
- Collaborate with HEF Board members and volunteers.
- Communicate marketing information at HEF Board and committee meetings as needed.
- Collaborate with Hopkins Public Schools staff and Hopkins Community Education to market and promote HEF.
- Review the District's events calendar for HEF promotional opportunities.
- Create, evaluate, and implement marketing strategies (print, electronic, and social media) with the Executive Director, committee chairs, and members for special events, to include the following:
 - *Rock-n-Royal* (September)
 - Fall and Spring Grants
 - Winter and Spring Gratitude Gifts
 - *Give to the Max Day* (November)
 - *Royal Bash* (February)
 - *Royal Family Fun Day* (May)
 - Summer Events
- Write copy for and collaborate with the Executive Director on various print pieces and in various formats, to include the following:
 - Weekly Constant Contact Email
 - Fall Newsletter
 - Fall and Spring Grant Descriptions
 - *Annual Fund* card
 - *Royal Bash* solicitation letters
 - *Royal Bash* catalog
 - *HEF Annual Report*
 - News releases to media outlets and school district
 - Website and social media posts

WORK EXPERIENCE & QUALIFICATIONS

- Bachelor's degree in relevant subject area, with three to five years of related communication and marketing experience.
- Experience in audience identification and development of related targeted key messaging.
- Strong software skills (experience with WordPress, Constant Contact, Adobe Creative Suite (including InDesign and PhotoShop), Google Drive, Dropbox, Microsoft Word, Excel).
- Experience planning, managing, and executing social media strategies (FB, Twitter, Instagram, TikTok).
- Skill in analyzing digital metrics for web and social media tools.
- Excellent communication and organizational skills (verbal, written, digital).
- Strong writing, editing, and proofreading skills.
- Experience with digital survey tools and/or digital photography for use in various media a plus.
- Ability to establish priorities, problem-solve, remain flexible, and work well under pressure.
- Professional demeanor and appearance, and an ability to work cooperatively in a small co-working space.
- Ability to develop and maintain excellent working relationships with donors, volunteers, school staff, foundation colleagues, and outside vendors.
- Aptitude for performing tasks thoroughly, professionally, and efficiently.
- Self-motivated and comfortable working independently, with laser-focused attention to detail.
- Naturally curious, with a desire to continue learning and solving problems as needed.
- Experience working with a nonprofit development team highly desired.
- Deep knowledge of, a passion for, and experience with Hopkins Public Schools preferred.

SALARY, BENEFITS, AND POSITION EXPECTATIONS

- This position reports to the Executive Director.
- On average, the Marketing Manager works 18 to 22 hours per week, with the majority of hours in October – March.
- An expected annual workload of 900 hours, with a salary range of \$22,500 – \$27,000.
- Hours are flexible. Regular in-office hours are required, and are determined with the consent of the Executive Director.
- The position does not provide medical, dental, or other benefits. Salary is negotiable, and dependent upon skill level and experience.
- The Hopkins Education Foundation office is located within the Eisenhower Community Center, 1001 Highway 7, Hopkins, MN 55305.

HOW TO APPLY

Send PDF copies of business cover letter, resumé, two professional writing samples, and list of three professional references via email to:

Hopkins Education Foundation Personnel Committee
Susan Wootten, Board President
Jennifer St. Clair, Executive Director
Jennifer.stclair@hopkinsschools.org