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Minneapolis, MN 55407
651-699-2426
www.metroblooms.org

Position Description

Job Title: Marketing and Communications Specialist

Reports to: Jacqueline Nguyen, Project Manager

Status: Part-time position with flexible hours (10-15 hours/week)

Start Date: As soon as June 30, 2022

Compensation: Starting at \$20/hour

About Metro Blooms

Metro Blooms is a nonprofit that partners with communities to create resilient landscapes and foster clean watersheds, embracing the values of equity and inclusion to solve environmental challenges. We believe that collaboration with our communities is the most impactful way to heal our earth and we strive to center relationships in all that we do. Most of our work happens in the Twin Cities metro, but we partner with organizations across Minnesota to create healthier outdoor spaces for people, water, and pollinators.

Job Summary

The Marketing and Communications specialist will support the marketing team to use digital marketing strategies and tactics to plan and create content for Metro Blooms and Metro Blooms Design+Build. Content will follow the branding guide and communications plan. Content should be consistently monitored and measured to be reported on using social media analytics tools and Google Analytics. There will be collaboration between different teams and employees. The objective of this role is to spread Metro Bloom's mission to existing and new audiences. This is a remote work opportunity with weekly team meetings in the office.

Duties/Responsibilities

- Effectively communicate to different audiences and find opportunities to expand reach to new audiences
- Collaborate with marketing team to plan and create content for Facebook, Instagram, and possibly LinkedIn, Twitter, and TikTok (75% of work time)
- Draft marketing and communications plans that align with our mission and goals
- Measure and report on social media and website analytics
- Use SEO tools to maximize reach of website
- Collaborate with employees and teams on campaigns and communications using Asana (Project Management Software)
- Have weekly check-ins with supervisor
- Attend events to take photos and create content

- Learn about ecology, sustainability, and resilient landscapes
- Other duties as assigned

Required Skills/Abilities

- Excellent verbal and written communication skills
- Excellent interpersonal and customer service skills
- Excellent organizational skills and attention to detail
- Excellent time management skills with a proven ability to meet deadlines
- Strong analytical and problem-solving skills
- Proficient using Facebook, Instagram, LinkedIn, Twitter, Pinterest, WordPress, and TikTok
- Proficient with various social media and Google analytics
- Proficient in design tools such as Canva or Adobe Creative Suite
- Knowledge in accessibility and creating accessible content

Education and Experience

At least two years marketing or communications related education or experience required. Preferred knowledge or passion in environmental stewardship.

Physical Requirements

Prolonged periods of sitting or standing at a desk and working on a computer.

Equal Opportunity

Metro Blooms celebrates diversity and is committed to creating a positive and inclusive environment for all employees and applicants. We don't just accept difference, we thrive on it for the benefit and resilience of our employees, our programs, and our community. We are passionate about creating a diverse workforce that promotes the values of equity.

To apply, email your resume and cover letter to Jacqueline Nguyen at jacqueline@metroblooms.org.