Propel Nonprofits is seeking a Marketing Manager to join its team. The ideal candidate will be energetic and detail-oriented with a marketing background, experience in social and digital media, strong writing and editing skills, and a passion for elevating the work of regional nonprofits. The person filling this role will enjoy working collaboratively with a talented team of 30 colleagues in a fast-paced, learning environment.

**Position Summary**
The Marketing Manager will manage all the marketing and communications for Propel Nonprofits, designing and implementing integrated communications across platforms. This includes communication within the organization and externally with all stakeholders, such as clients, funders, the board, and the greater community.

**Reports to:** Senior Program Director  
**Classification:** Full-time, Exempt

**Essential Job Functions**
Reasonable accommodations may be made to enable qualified individuals to perform the essential functions. The following list is not designed to comprise a comprehensive listing of activities, duties, or responsibilities that may be required for this job. Duties, responsibilities, and activities may change at any time with or without notice.

- Create new content and maintain current content for the website.
- Develop and execute social media and email communications and campaigns (Twitter, Facebook, LinkedIn, YouTube, Instagram, as well as MailChimp).
- Monitor and maintain brand standards for the organization.
- Design all print collateral and coordinate the printing and distribution of it.
- Identify audiences and pull segmented lists for focused marketing from Salesforce.
- Produce internal communications for volunteers, board, and staff.
- Promote specific products and projects.
- Research and write client stories.
- Research and write blogs in partnership with Propel staff.
- Promote the MCN/Propel Nonprofits conference.
- Manage all conference displays.
- Analyze and use marketing data and metrics to better understand marketing impact.
- Other duties as assigned or required to advance the mission of the organization.

**Qualifications**
- Minimum 3 years of experience in marketing with demonstrated success in using varied marketing vehicles, particularly the web and social media.
- Bachelor’s degree in marketing is preferred or the equivalent combination of education, training, and experience in marketing.
- Commitment to diversity, equity, and inclusion.
• Experience in social and electronic media content development and database usage.
• Knowledge of layout, design, and print production.
• Excellent writing, editing, proofreading, verbal communication, and presentation skills.
• Familiarity with Microsoft Office and Adobe Creative Suite.
• Effective project manager with the ability to manage multiple priorities.
• Nonprofit experience and passion for working in the nonprofit sector. Knowledge of CDFI a plus.
• Ability to work both collaboratively with a range of constituent groups, as well as independently.
• Highly detail oriented, creative, enthusiastic, and dependable.
• Sense of humor and appreciation of colleagues.

Candidates must be proficient with technology and be able to travel independently around the Twin Cities and the state of Minnesota and surrounding states.

Salary: $55,000-$60,000. Excellent benefits package includes medical, dental, life, and disability insurances, along with retirement and generous leave policies.

Interested candidates should send a cover letter and resume by 5 pm on Wednesday, May 6, 2020, to Glyn Northington, Senior Program Director, at gnorthington@propelnonprofits.org.

Propel Nonprofits is an equal opportunity employer.
About Propel Nonprofits
Propel Nonprofits fuels the impact and effectiveness of nonprofits with guidance, expertise, and capital. Its services include accounting and finance, board governance, fiscal sponsorship, lending, skills and knowledge sharing, strategic consulting, and training. Propel Nonprofits serves nonprofit organizations in Minnesota and the adjacent states of Wisconsin, Iowa, North Dakota, and South Dakota.

About our Services

**Lending:** Propel Nonprofits is a federally certified Community Development Financial Institution (CDFI) offering loans to nonprofit organizations in Minnesota and adjacent communities to expand programs and services, bridge cash flow gaps, and purchase and renovate buildings.

**Technical Assistance:** TA helps nonprofits understand their financial situation, identify priorities, and develop a plan of action for the near and long-term future.

**Training:** The training program offers 100-150 training events annually on topics related to nonprofit finance, strategy, and governance.

**Strategic Consulting & Board Development:** Propel Nonprofits’ consulting team works with nonprofits to develop strategic and operational plans, provide customized board training and facilitation, and chart new paths for collaboration and partnerships.

**Accounting and Finance:** Our staff of experienced accountants work with nonprofit to tailor QuickBooks Online for their needs, develop in-house accounting expertise, and support nonprofit clients working with Propel Nonprofits’ other programs.

**Fiscal Sponsorship:** Our fiscal sponsorship program works with dozens of mission-driven organizations, projects, causes, and collaborations annually to test drive ideas as they build infrastructure, set goals, and develop their business models. As fiscal sponsor, Propel Nonprofits offers the ability to accept charitable contributions while waiting for IRS 501(c)(3) application approval; we also offer guidance and insights, organizational development, financial and board governance templates and trainings, and a bridge to helpful relationships.

**Resources:** Propel Nonprofits has developed an extensive online library of videos, articles, financial examples and templates, and glossary of financial terms.
Our Guiding Principles & Core Values
At Propel Nonprofits, we’re in the business of powering those on the frontlines working for the good of our communities, which requires dedication and a shared vision. Our Theory of Change is that when nonprofits are well led, well resourced, and well connected they achieve mission success. As we work toward our mission of fueling the impact and effectiveness of nonprofits with guidance, expertise, and capital, we use these principles as a strategy screen, as accountability markers, and as a handshake, whether you’re new through our door or an old Propel friend.

Champion nonprofits
We love nonprofits – their people and their missions. We are optimistic about their ability and believe in their power to change the world because we see their work in action every day. They are experts at connecting communities for change, bold leaders who take risks, and folks who stand up and take action in the face of injustice. Nonprofits are champions of good; we are champions of nonprofits.

Be a mutual and trusted partner
The work of standing up for your mission takes courage, honesty, and a friend who believes in you. We enter our partnerships with respect and kindness, aiming to be the champion in your corner, a trusted confidant, and the one helping identify the elephant in the room when an issue needs to be named. “Be helpful” is one of our mottos, and for us, this means listening first, then supporting nonprofit leaders’ expertise with our own. We value honesty with empathy, and usually around a table with coffee.

Advance justice
We power nonprofits because they are helping create more just, equitable communities. Nonprofits leaders work beyond themselves to reshape systems that have historically withheld power, address the immediate gaps left by other institutions, and provide access to resources for all. We stand with them in a shared commitment to social, racial, and economic justice; as a community development financial institution, we collaborate to give nonprofits and their constituents access to capital, resources, and ownership of their decisions.

Stay curious
In an ever-changing world, we believe adaptability and creative problem solving comes from always having one more question. We love to learn from each other and from our nonprofit partners, and then generously share the insights and knowledge we’ve gained. Nonprofit leaders are experts at what they do, so we’re always building upon our own expertise in nonprofit finance, strategy, and governance to best support them through hard decisions, life cycle pivots, and ecosystem shifts.

Have fun
We embrace joy and emit optimism. This means honoring mission moments, celebrating wins and brave decisions, equipping courageous leaders and standing by them, and bringing enthusiasm and a sense of humor to our relationships and work. We take the long view and surround ourselves with people and partnerships who make us smile and help us imagine the world we’re working toward.