



## Communications Specialist

*Driving the growth and success of Minnesota's hospitality businesses through knowledge-sharing, advocacy, and workforce support and development.*

Hospitality Minnesota is a non-profit trade association that unites the restaurant, lodging, resort and campground sectors to lead and shape the future of the industry and its impact in Minnesota. We exist to help our members address today's challenges and opportunities while setting a vision for tomorrow that leads to financial and operational success. Our enterprise also includes the Hospitality Minnesota Education Foundation, a charitable non-profit focused on building the workforce of the future by preparing the next generation of hospitality leaders.

The principles that guide our work include:

- **Member-Driven** | Service focused problem-solver – anticipate and creatively respond to industry changes and member needs; member satisfaction is a priority
- **Future-Oriented** | Leveraging technology and innovation to drive the future of Minnesota's hospitality workforce and business operations no matter how big or small
- **Results-Driven** | Clearly defined measurable outcomes

To help us achieve our goals, we are adding a Communications Specialist to our team. This new position will serve in a key role as we position for growth in size and impact. The successful candidate will be well organized and bring strong traditional and digital communications skills, as well as an interest in supporting new forms of member engagement through innovative approaches to communications.

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**POSITION SUMMARY** Reporting to the Vice President for Member and Community Engagement, and working closely with staff and contractors, the Specialist will help shape and implement communications plans for the Association and the Hospitality Minnesota Education Foundation, ensuring alignment with mission, brand and strategic goals. This role will have primary responsibility for the association's web site, social media outreach and member email communications. A breadth of knowledge and experience with a variety of online communications platforms, strong writing skills and a grounding in and/or strong orientation to graphic design are important. This team member will work closely with a talented group of membership, events, policy, advancement and program professionals and consultants, as needed, to implement wider association projects.

## **Principal Accountabilities**

### ***Support Hospitality Minnesota's Communications Program (80%)***

1. Participate on the team that develops our overall communications strategy and tactics, at both the organizational and programmatic levels, to define our member communications and engagement plans; identify specific goals and objectives, build an editorial calendar and develop benchmarks for success.
2. Support the communications plans of the Hospitality Minnesota Education Foundation.
3. Manage social media outreach aligned with strategic goals for member recruitment, engagement, retention; brand visibility; organizational effectiveness and impact; and thought leadership. Publish regular and special communications to members using Constant Contact or a similar platform.
4. Maintain organization web site and support the development of new functionality and content as it is identified. In collaboration with others, track, interpret and report on analytics to inform on-going strategy.
5. Stay current on new developments in digital communications and engagement to ensure that Hospitality Minnesota is using the most innovative and relevant approaches.
6. Facilitate the development of print and online materials such as html email, flyers, invitations, handouts, agendas, printed programs, PowerPoint presentations and signage in support of the Association and the Hospitality Minnesota Education Foundation. Coordinate with contract designers as needed.
7. Manage image/graphics acquisition and cataloging (i.e. photographs, sponsor logos, etc.) for all HM staff to use.
8. Assist with tracking and reporting on media coverage, especially as it has direct relevance on the issues of greatest interest and relevance to the organization.
9. Ensure high standards for member access and engagement by maintaining a consistent voice and look throughout all HM publications, adhering to brand standards.

### ***Collaboration (20% time)***

1. Coordinate the weekly Communications Team (CEO, EVP, VP Member and Community Engagement, and Membership Engagement Manager) meeting to vet and organize messaging and plans.
2. Participate in all-staff meetings and provide input and ideas informed by your work to inform decision-making.
3. Participate in staff-wide planning and execution, as needed, providing support at events and programs.
4. Manage relationships with contracted services, on behalf of the organization, such as videographers, photographers and designers.

## **Guiding Qualifications**

- Minimum of 1-3 years of education and relevant experience in communications, with strong emphasis on digital practices; Bachelor's degree preferred.

- Demonstrated understanding of how to craft and execute effective communications plans and tactics, including creative approaches to engaging people through different channels of communications such as web, email, YouTube, Facebook, Twitter, LinkedIn and Instagram.
- Strong writing and communications skills with ability to produce copy reflecting the tone and messaging needed for the audience and channel.
- Solid graphic, design and visual content orientation, with the ability to appropriately interpret, describe and implement brand standards consistently to others, including outside contractors.
- Familiarity with best practices in analysis and reporting as it relates to social media, web site traffic and SEO.
- Experience using a Content Management System (CMS) and an Association Management (ASM) and/or Customer Relationship Management (CRM) platform.
- Proficiency, capacity and willingness to build expertise in existing and future platforms, such as:
  - Broadcast email systems such as Constant Contact and MailChimp
  - Adobe Creative Cloud; photo and video editing are advantageous.
  - SurveyMonkey
  - Microsoft Office suite applications.
- Acts as a self-organizer with strong attention to details, and adept at managing multiple projects concurrently.
- Commitment to hospitality as a value; experience in the hospitality industry, associations or nonprofit organizations a plus.
- Desire to work in a dynamic organization focused on growth in size and impact.
- MN resident; remote work and in-person for some meetings and events at locations around Minnesota.

### **Benefits**

- Salary range: \$38,000 - \$43,000
- Medical, AD&D and life insurance; 401K plan with employer match
- Paid vacation, sick leave, and annual holidays
- Professional development opportunities

### **To Apply**

Send cover letter and resume in one, single PDF no later than August 12, 2022 to Ann Kirby at [ann@hospitalitymn.com](mailto:ann@hospitalitymn.com)