

Digital Marketing & Communications Manager

Job Description

ORGANIZATION OVERVIEW

Powderhorn Park Neighborhood Association (PPNA) is a small-but-mighty community-centered organization. For 46 years, its various programs, events, and services have continued to enliven the South Minneapolis community. PPNA aims to embrace diverse community voices, foster connections, and help build a healthy community by supporting advocacy efforts that call for adequate resources and equitable legislative change. The association also maintains partnerships with dozens of community-centered organizations, which help further the reach and impact of its work.

ROLE SUMMARY

The Digital Marketing & Communications Manager (DMCM) is responsible for brand voice and all public-facing content for the association as well as owning how PPNA communicates across digital channels. This role will partner with the association's Executive Director (ED) to lead the development and execution of clear, consistent, and effective communication that supports strategic priorities, is accessible, and drives engagement. This includes full ownership of digital marketing channels (website, email, and social), the annual communications calendar, and monitoring our reach and performance across a variety of metrics related to measuring our communication's impact.

Success in this role requires strong communication, organization, project management, and stakeholder management skills, along with the ability to balance strategic ownership with hands-on execution in a fast-paced environment. Considering a core pillar of work for the association includes hosting a variety of meetings and events, the DMCM will also partner with other staff and volunteers to provide general day-of support at key events and other programs that engage the public.

CORE ACCOUNTABILITIES

Communications Planning

- Own PPNA's communication strategy across association channels
- Ensure clear, consistent messaging across all audiences and areas of organizational engagement (events, advocacy, programs, partnerships)
- Partner with the ED to translate association priorities into effective communication
 - Create an annual communications calendar and engage other association staff as appropriate
 - Devise marketing and promotional plans for all key events, programs, and initiatives
- Maintain and evolve PPNA's branding, voice, tone, and overall messaging on an annual basis

Digital Marketing

- Create content across PPNA's websites, email newsletter, social media, and marketing campaigns
- Lead marketing automation and CRM driven communications strategies related to donor engagement and mission engagement
- Build and grow PPNA's digital presence through relevant, high-quality content, including short-form videography and branded photography
- Identify and monitor quantitative and qualitative metrics that inform the reach and impact of communications

Communication Systems Management

- Lead graphic design for all events, programs, and key initiatives that reflect aesthetic and branding goals
- Assess website functionality and user experience needs in partnership with ED and refine based on priorities
- Build and manage content and follow-up communications for campaigns, sponsorships, and hosted events
- Utilize social automation tools to schedule multi-platform posts, monitor community news & events, create auto-responses, and repost high-performing content
- Create and coordinate content in collaboration with PPNA staff for use across various communication channels
- Provide work direction to various marketing and communication contractors as needed

Process & Systems Support

- Coordinate content intake, prioritization, production, review, approvals, and distribution to other team members
- Manage system for requests, proactively gather input, manage feedback, and translate association needs into actionable content plans
- Leverage tools, such as AI or software automations, to improve workflow efficiency and automate repetitive content and marketing tasks while maintaining accuracy, quality, originality, and brand alignment
- Engage as needed in community partner meetings to aid shared communications
- Support annual events and meetings that require all staff support to execute set-up, activation, and tear-down

DESIRED QUALIFICATIONS & SKILLS

The following provides a summary of the preferred experience and skills sought for this position.

Qualifications

- Minimum 3 years developing and executing against marketing and communication plans
- Minimum 3 years utilizing a third-party website development platform for an institution
- Minimum 5 years leading a range of graphic design projects for digital and print vehicles
- Minimum 5 years providing marketing and communications support to cross-functional peers
- Minimum 5 years working with people of diverse cultural backgrounds, lifestyles, and socioeconomic standing

Skills

- An Associate's or higher degree (or) presently working toward completion of a degree; or equivalent experience
- Copywriting for campaigns, including social media, websites, blogs, emails, and press releases
- Proficient in interpersonal communication skills with people of various backgrounds and roles
- Ability to think strategically, creatively, and proactively about how to address opportunities and challenges
- Proficient and self-directed at managing work plans, priorities, time, and resources to advance accountabilities
- Strong project management, stakeholder management, and cross-functional collaboration skills
- Proficient in:
 - Website CMS, including Wix and Monday.com (basic understanding of CSS and HTML will be helpful in this role)
 - Social media platforms including; Meta - Facebook & Instagram, TikTok
 - Graphic Design: Adobe Creative Suite / Canva
 - Google Workspace, MS Office
 - Event photography and videography

COMPENSATION & BENEFITS

- This is a regular full-time employee opportunity to fulfill 32 hours per week within a flex schedule. It includes access to medical and dental benefits and eligibility to participate in a SIMPLE IRA program.
- Salary: \$32.00 - \$37.00 per hour.

HOW TO APPLY

- Please send a resume to careers@ppna.org
- Applications received by July 10, 2026 will be given priority review. We will continue to accept and review applications on an ongoing basis until the position is filled.

EQUAL EMPLOYMENT OPPORTUNITY STATEMENT

Powderhorn Park Neighborhood Association (PPNA) is committed to advancing equity and diversity in all that we do. PPNA does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, marital or familial status, sexual orientation, gender identity, veteran status or any other basis prohibited by local, state, or federal law. We encourage people of all backgrounds to apply, including people of color, women, LGBTQ+ individuals, people with disabilities, veterans, and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community. Successful candidates will commit to an equitable and inclusive workplace, including but not limited to: racial equity, accessibility for individuals with disabilities, use of gender inclusive language, and cultural sensitivity.