



1001 Boone Ave North | Minneapolis, MN 55427

POSITION DESCRIPTION

Position Title:

Communications & Donor Engagement Manager

FLSA Designation:

Full Time; Full-Year

Department:

Development

Reports to:

Executive Director

Date Updated:

March 10th, 2025

Wage Range:

\$70,000 - \$85,000

Position Summary:

The Communications & Donor Engagement Manager is responsible for developing and executing targeted communications strategies that support donor outreach, embrace stewardship and build awareness. Reporting to senior leadership, this role focuses on creating compelling content, managing day-to-day donor communications, and coordinating initiatives that build lasting relationships with individual donors, corporate sponsors, and foundations.

Essential Job Functions:

Strategic Communications:

- Develop and implement a strategic communications plan that aligns with the organization's awareness efforts, fundraising goals and overall mission.
- Oversee creation of engaging content across digital channels (website, social media, email newsletters) and monitor digital engagement metrics to inform adjustments in strategy.
- Ensure consistent branding and messaging that resonates with current and prospective donors.
- Coordinate with external vendors and agencies as needed to support campaign materials and communications initiatives.

Donor Engagement & Stewardship:

- Serve as a key point of contact for donor inquiries, providing timely and tailored communications that reinforce donor commitment.
- Plan and execute donor outreach initiatives, including events and personalized stewardship programs.
- Support the design and rollout of integrated fundraising campaigns that combine messaging with donor engagement tactics.



1001 Boone Ave North | Minneapolis, MN 55427

- Create donor impact reports and targeted appeals that effectively communicate organizational achievements.

Internal Collaboration:

- Work closely with cross-functional teams—including development, programs, and senior leadership—to ensure donor engagement efforts are well integrated into overall organizational strategies.
- Contribute ideas during strategy sessions and support a culture of collaboration and continuous improvement.

Minimum Requirements, Credentials, and Experience:

- Bachelor's degree in Communications, Marketing, Nonprofit Management, or a related field.
- 4-6 years of experience in communications, public relations, or donor engagement, preferably within a nonprofit or mission-driven environment.
- Strong writing, editing, and content development skills, with an eye for detail.
- Familiarity with digital communication tools (social media, email marketing, content management systems) and basic experience with donor management software (e.g., CRM systems).
- Excellent interpersonal skills and the ability to work collaboratively with diverse teams.
- A proactive and solution-oriented mindset with the ability to manage multiple projects concurrently.

PHYSICAL REQUIREMENTS:

Additional Working Conditions, Physical Demands

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

While performing the duties of this job, the employee is required to sit and talk or hear. The employee is required to stand, walk, stoop, kneel, crouch, climb stairs, or crawl. The employee must occasionally lift and/or move up to 40 pounds. The employee must be able to push items of 40 lbs. such as children on a bike or moving/rearranging furniture. The employee must support students during transfer. Specific vision abilities required by this job include close vision, distance vision, and peripheral vision.

Additional Working Conditions, Work Environment



1001 Boone Ave North | Minneapolis, MN 55427

The work environment characteristics described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform these functions.

The employee will work effectively and respectfully with individuals without regard to race, color, creed, religion, national origin, marital status, political affiliation, sexual orientation, status with regard to public assistance, membership or activity in a local commission, disability, sex, and/or age.

Disclaimer

The above statements are intended to describe the general nature and level of work being performed by people assigned to this classification. They are not to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified. All personnel may be required to perform duties outside of their normal responsibilities from time to time, as needed.