

NORMANDALE CENTER FOR  
*Healing & Wholeness*

*Serving seniors in transition and their family caregivers  
to support health in spirit, mind, and body*

Part-Time Position Available – Marketing/ Communications Services for the Normandale Center for Healing & Wholeness

**Company:** Normandale Center for Healing & Wholeness

**Position:** Communication Coordination- Contract position.

**Details:** 4-5 hours a week. Hourly rate depends upon experience.

**Reports to:** The Executive Director

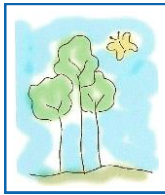
**About the Position:** The position will conduct and coordinate identified marketing and community outreach efforts effectively linking individuals to services and supports available at the Normandale Center for Healing and Wholeness (the Center). This includes: Developing and heightening community awareness via social media, electronic mailings, website content management, and below listed marketing and communications avenues; facilitating the marketing of targeted evidence-based program offerings in conjunction with individuals/ organizations through targeted communications outreach and materials.

The qualified candidate will be responsible for carrying out the following duties:

- Develop program marketing and publicity through **the creation and application of appropriate public awareness and communications materials** aimed at increasing awareness of- and access to- programs and services including social media, personal story development (at least one per year), annual appeal letter draft, opportunities in community including written newsletters, quarterly mail-chimp eNewsletter authoring, social media (facebook, linkedin, Instagram or etc..) and other avenues as identified.
- **Develop and market the delivery of identified evidence-based workshops and contracted programs** offered by the Center resulting in the development of deeper relationships, partnerships and collaborative opportunities within a broader constituency of community organizations by identifying partnerships, managing the instructors, logistics and registration of programs. This includes development of fliers and marketing (see above), strategic postings, development of templates for marketing and outreach in the broad Twin Cities' community.
- **Manage the Center website** including updated content, editing, marketing of new programs and services, support Executive Director in the search and implementation of vendors for development of a new site in 2018. Evaluate capabilities and functionality within the context of budget for over-all project.
- **Attend at least 6 monthly staff meetings** a year to gain information on upcoming programs and marketing directives, as well as report and maintain relationship with staff.
- **Contribute suggestions for potential areas for health education programs/services collaborations and partnerships** based on observed community connections and relationships established and through marketing research and implementation of the above role as identified.

**Qualifications**

- College Degree or higher
- 1 - 2 years' experience in a community based organization (as a participant or volunteer)



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- Excellent/demonstrated verbal and written skills
- Strong communication, presentation and organizational skills
- Excellent interpersonal/customer service skills, including listening, respect for boundaries, confidentiality/privacy etc..
- Must be able to work in a team environment as well as independently
- Must be able to effectively managing and evaluate information and data i.e. to review published materials, health and research findings, navigate the Internet

**Required Skills**

- At least 5+ years professional experience in marketing, communications or a related field  
Must, be proficient in Microsoft Office, social media (facebook, linkedin, etc..) Mail-chimp and other eNews software (preferred or will be trained).
- Knowledge of publisher or other design software a plus.
- Must have a valid driver's license and be able to attend staff meeting requirement (see above).
- Dual ability to work independently and collaboratively with a diverse group of individuals.
- Must be able to sit for extended periods of time (e.g., 2-4 hours) working on the computer.

Ideally, the position will be filled and begun by mid-September, 2017.

Please send a cover letter briefly describing your background and fit with this position, along with a detailed resume to: Jennifer Monroe, Executive Director, Normandale Center for Healing & Wholeness, Edina, MN at: [jmonroe@normandalecenter.org](mailto:jmonroe@normandalecenter.org)

Once this information is received by the Center, each candidate will complete an application form and provide two references. Candidates meeting the first set of review criteria will be invited to participate in an interview.

**Thank you for your interest in the Center**