



RESTAURANT, LODGING, RESORT AND
CAMPGROUND ASSOCIATIONS

Digital Communications Specialist

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

Hospitality Minnesota is an 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. 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 Digital Communications Specialist to our team. This new position will serve a key role as we position for growth in size and impact. The successful candidate will bring a strong digital skill set, exceptional organizational skills and an interest in supporting new forms of member engagement through innovative approaches to communications.

POSITION SUMMARY: The Digital Communications Specialist implements our digital communications strategies. Reporting to the Director of Strategy and Operational Alignment, and working closely with staff and contractors, the Specialist will help shape and implement an association communications plan, ensuring its alignment with our mission, brand and marketing objectives. The Digital Communications Specialist 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 graphic design are important. This team member will also work closely with a talented group of membership, events, policy and program professionals and consultants, as needed, to implement wider association projects.

Principal Accountabilities

Coordinate Hospitality Minnesota's Digital 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 plan; identify specific goals and objectives, build an editorial calendar and develop benchmarks for success.
2. Lead social media outreach by identifying, creating and implementing the appropriate content to grow our member recruitment, engagement and retention; brand identification; organizational effectiveness and impact; and thought leadership and influence in Minnesota. Publish regular and special communications to members using Constant Contact or similar platform.
3. Maintain organization web site and support the development of new functionality and content as it is identified. Track, interpret and report on analytics to inform on-going strategy.
4. Stay current on new developments in digital communications to ensure that Hospitality Minnesota is using the most innovative and appropriate approach.

5. Lead the development of print and online materials such as html email, flyers, invitations, handouts, agendas, printed programs, PowerPoint presentations and signage. Coordinate with contract designer as needed.
6. Manage the image/graphic image acquisition and appropriate files (i.e. photographs, sponsor logos, etc.) for all HM staff to use.
7. 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.
8. 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. Work with staff to develop communications plans aligned with specific programs and services (i.e. membership, government relations, training and education, events, etc.).
2. Participate in staff-wide planning and execution, as needed, at events and programs.
3. Manage relationships with contracted services, on behalf of the organization, such as videographers, photographers and designers.
4. Other duties as assigned.

Guiding Qualifications

- Minimum of 3 years of education and experience in digital communications; Bachelor's degree or equivalent relevant work experience.
- Demonstrated understanding of how to craft and execute effective communications strategies, including creative approaches to engaging people through different channels of communications such as web, email, Facebook, Twitter, LinkedIn and Instagram.
- Strong copywriting 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.
- Understanding of best practices in analysis and reporting as it relates to social media, web site traffic and SEO.
- Familiarity with using a Content Management System (CMS) and a Customer Relations Management (CRM) platform. HM uses MemberClicks products.
- Proficiency, capacity and willingness to build expertise in these platforms:
 - Broadcast email systems such as Constant Contact or 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.

Benefits

- Competitive salary and benefits package.
- Professional development opportunities.
- Paid vacation, sick leave, and annual holidays

To Apply

Send cover letter and resume, providing salary requirements, in one, single PDF no later than February 17, 2020 to Ann Kirby McGill at ann@hospitalitymn.com