



Communications Manager

About The Open Door: The Open Door is a dynamic hunger relief organization providing fresh and healthy food to more than 18,000 individuals each month through a variety of innovative programs. Founded in 2009, The Open Door has quickly grown to become one of the top 5 food shelves in Minnesota, and our focus on providing healthy food and a dignified experience has helped change the food shelf landscape across Minnesota. With the largest Mobile Food program in the region, and a vibrant Garden to Table program helping community members grow their own food in 13 gardens across Dakota County, our volunteers and staff get more food to more people than any organization in Dakota County.

A recently completed Capital Campaign has provided a brand-new space in Eagan that gives our team the space, technology, and infrastructure necessary to become an even more effective and impactful organization. Our team has found ways to triple its capacity to serve more people over the past 3 years, and we are looking for someone to help us tell our stories and generate the support needed to continue growing until we get food to everyone in our community that needs it.

Our work is powered by 80 – 100 volunteers every day and supported by a growing and generous community of donors who make our work possible.

We are seeking a dynamic individual to join our team of communication as we find opportunities to engage our community in ways that generate and retain support to ensure everyone in our community that needs food has the access they need.

Our mission is critical, our impact is tangible, and the unparalleled work of our programs team provides all the content needed to make a compelling case for joining the fight to end hunger in Dakota County. If you are looking for a fun place to work with mission-focused colleagues where you can see the impact of your efforts, then this could be the job for you!

The Open Door's Team Values –

- We strive to be dependable, reliable, and consistent.
- We treat everyone with dignity and respect.
- We listen first, learn second, and adapt third.
- We make decisions in alignment with our mission.
- We pitch in where and when needed.

Compensation and Benefits

The Open Door offers a competitive compensation and benefits package, including:

- Full-time exempt salary of \$58,000 - \$63,000 depending upon qualifications
- Individual Coverage Health Reimbursement Agreement (ICHRA)
- Retirement Plan with 3% Match
- Life insurance, short-term and long-term disability
- 10 paid holidays
- PTO starting at 20 days per year

Position Summary:

The Communications Manager is an integral part of both the Communications and Development Teams. They will play a key role in advancing the mission of The Open Door Pantry by executing an integrated



communications strategy. This individual will be responsible for co-creating and implementing the organization's annual communications plan, including producing content for newsletters, email communications, social media, and website updates. They will also help capture compelling client and volunteer stories, highlight organizational initiatives, and ensure efficient and effective integrated external communications.

The Communications Manager will report to the Director of Development and Communications and collaborate closely with the executive team, staff, and volunteers to ensure consistent and effective messaging that enhances the organization's visibility, builds donor and community relationships, and increases public understanding of our work.

Key Responsibilities:

Strategic Communications Planning:

- Execute the annual communications plan, aligning with organizational goals and priorities.
- Develop a content calendar that integrates key messages and campaigns across multiple channels (e.g., newsletters, social media, website).

Content Creation and Management:

- Collaborate with the Director of Development and Communications and the Executive Director to write, edit, design and distribute internal and external communications, including newsletters, donor and volunteer appeals, and impact stories.
- Capture and produce client and volunteer feature stories, ensuring they reflect the diversity and humanity of those we serve.
- Ensure all content reflects the brand, voice, and values, and aligns with the organization's overall mission.
- Maintain relationships with 3rd party vendor to ensure accurate and timely mailings.

Digital and Media Communications:

- Manage the organization's social media presence, including content creation, community engagement, and calendar and strategy development.
- Execute email marketing campaigns, including donor appeals, volunteer recruitment, and program updates.
- Update and maintain the website using basic CMS tools, ensuring it remains current with programmatic updates, event listings, and relevant content.
- Write press releases advisories and maintain media stakeholder list.

Community Engagement:

- Foster engagement with community members through online channels, responding to inquiries, comments, and messages in a timely and thoughtful manner.
- Collaborate with other team members to support community outreach initiatives, fundraising events, and awareness campaigns.

Reporting and Evaluation:

- Track and report on communication metrics (email open rates, social media engagement, etc.) to assess effectiveness and improve future campaigns.
- Continuously assess the impact of communications strategies and adapt based on feedback and results

Required Qualifications:

- 3-5 years of professional communications experience, with a proven ability to manage multiple priorities and produce high-quality, impactful content.
- Experience in journalism/media/writing/marketing/storytelling
- Excellent written communication skills, with a strong attention to detail and the ability to craft compelling narratives that resonate with a diverse audience.



- Proven experience in narrative storytelling, with the ability to elevate client and volunteer stories that reflect the mission and impact of the organization.
- Strong understanding of brand standards and messaging, with experience in maintaining consistency across various platforms and materials.
- Strong digital communications experience, including proficiency in email marketing, social media platform management (Facebook, Instagram, Twitter, etc.), and basic website CMS (Content Management System).
- Ability to effectively work under tight deadlines and manage high-level projects independently.

Desired Qualifications:

- Graphic design experience, including proficiency in design tools (e.g., Adobe Creative Suite, Canva) to create visually compelling content for digital and print materials.
- Nonprofit experience with a deep understanding of the unique needs and challenges of nonprofit communications, particularly in areas related to food insecurity, poverty, and social services.

Ideal Competencies

- Strong desire to eradicate hunger in Dakota County
- Strong organization and prioritization skills
- Deep appreciation for volunteers
- Excellent interpersonal skills
- An upbeat, enthusiastic and positive attitude
- Ability to manage multiple responsibilities and make quick decisions
- Ability to process and resolve issues with clients of all ages, cultures and abilities with self-awareness regarding judgement and bias
- Ability to work independently and as part of a team

Please submit a cover letter and resume to the Director of Development and Communications, Tara Lashley at tara.lashley@theopendoorpantry.org