



## **Marketing, Communications and Alumni Relations Associate Job Description**

---

### **WALLIN EDUCATION PARTNERS MISSION AND VISION**

The mission of Wallin Education Partners is to enable college and career success for high-potential Minnesota students with financial need through scholarships, comprehensive advising support, and data-informed collaboration with our educational, business, and philanthropic partners.

The vision of Wallin Education Partners is to create a diverse, ever expanding community of scholars and educated citizens with the skills, leadership, and dedication needed to build a stronger tomorrow.

### **ORGANIZATION**

Wallin Education Partners has an extremely dedicated team with unwavering commitment to scholar success. Our diverse team brings a breadth of experience in education, development, non-profit organizations, for profit businesses and we come together in a fun work environment focused on helping low-income, high-potential students complete college. We are a high-energy group and someone who shares our drive to enable college and career success would fit in well. The outcomes of our program are an exceptionally high graduation rate (90+%), less debt for graduates, diverse talent for our community, and maximum impact for our donors.

### **THE POSITION**

We are seeking an External Relations Manager to help support our marketing, communications and alumni relations activities. This is an exciting, newly-created, full-time position that will report to the Director of Advancement. Our ideal candidate is a Wallin EP alum, who enjoys creative projects, thrives in a fast-moving environment, and has the ability to lead communications and marketing efforts for the organization.

### **PRIMARY ROLES & RESPONSIBILITIES**

#### **EXTERNAL COMMUNICATIONS AND MARKETING**

- Lead the development and implementation of communications plan for the organization.
- Design external communications materials such as brochures, one-pagers, yearbooks and power-point presentations.
- Manage website design and content.
- Manage social media channels.
- Coordinate production of videos that share the story of the impact of Wallin Education Partners.
- Create graphs and infographics that demonstrate program's results.
- Work with scholars and alumni to capture and share their stories and the impact Wallin EP has had on their education.

- Conduct ongoing research on best practices as related to external communications and marketing efforts for nonprofit organization.
- Stay informed on most efficient tools for digital marketing, video editing, and information sharing.
- In collaboration with the Advancement team, design and regularly update templates for acknowledgement letters, grant proposals, etc.
- Help secure speaking engagements for leadership team.
- Secure speakers for events.
- Coordinate photoshoots of scholars at events.
- Design printed event programs, brochures, etc.

#### ALUMNI RELATIONS

- Lead the development of an alumni engagement plan with collaboration of the Alumni Association Board
- Support the Alumni Association Board
- Assist with all alumni activities and events.
- Ensure the accuracy of database information as related to alumni contact and activities.

#### OTHER

- Support efforts to place stories in local and national media.
- Support press release development.
- Lead staff engagement activities.
- Support the Scholar Programs, Operations and Finance and Executive departments as needed.

#### POSITION REQUIREMENTS

- Wallin Education Partners Alumni strongly encouraged to apply
- Bachelor's degree in marketing or communication
- At least 2 years of related experience
- Strong writing and editorial skills
- Strong social media skills
- Strong inter-personal skills
- Passion for Wallin Education Partner's mission
- Desire to work in a fast moving, high growth, entrepreneurial organization
- Team player with good interpersonal skills

*SOUND LIKE A GOOD FIT? TO APPLY, PLEASE SEND A COVER LETTER AND RESUME TO [STELA.CENTER@WALLINPARTNERS.ORG](mailto:STELA.CENTER@WALLINPARTNERS.ORG). APPLICATIONS WILL BE REVIEWED ON A ROLLING BASIS.*