



Are you concerned about the growing cultural darkness in the State of Minnesota and in our nation?

Would you like to be an integral part of an organization that is committed to “turning the lights back on” in Minnesota?

Minnesota Family Council (MFC) is a non-partisan, grassroots, Christian organization founded in 1983 to educate and mobilize Christians to advance the principles of religious liberty, that life should be cherished at all stages and that God’s design for marriage and family should be honored and lived out.

MFC is currently seeking qualified candidates for the position of **Communications Director** to develop a comprehensive communications strategy and to conceptualize, serve as the key writer and manage all communications including social media (website, Facebook and Twitter), press releases, editorials, letters to the editor, electronic publications, appeals letters, brochures, targeted messaging and to build and maintain productive relationships with local media.

Qualifications/requirements:

- Bachelor’s degree required, preferably in a communications-related field.
- Minimum 5 to 6 years of experience in the field of communications. Experience messaging and working with media in the political arena is highly preferred.
- Excellent written and oral communications skills; ability to develop succinct messaging points.
- Excellent relationship building skills especially with media and community leaders preferred.
- Understanding of how to communicate MFC’s message through a broad range of outlets including social media (website, Facebook and Twitter), print and broadcast media, direct mail, email and video, to help MFC’s grassroots understand critical issues from a biblical perspective and mobilize them for action on legislation and in elections.
- Experience planning/executing social media campaigns and video production preferred.
- Understand market demographics and able to communicate effectively with Millennials.
- Self-starter, motivated daily by communicating MFC’s vision.
- Adept at speaking; able to winsomely and compellingly present MFC’s vision and mission.
- Strong voice and on-camera presence for broadcast media.
- Well-organized, able to operate on a schedule, meet deadlines, and manage multiple projects including other staff, volunteers and freelancers simultaneously.
- Ability to work in a dynamic team environment, remaining flexible with ever changing priorities.
- Thrive in and enjoy working in a multi-tasking, fast-paced work environment; able to get things done, highly efficient, cool under pressure.
- Team spirit that builds unity and exhibits an outgoing, friendly, positive “can-do” attitude.
- Strong computer skills including Microsoft Word, Outlook, Excel, Publisher and PowerPoint or equivalent and a CRM database.
- Biblically grounded Christian, currently a member or pursuing membership in a local church.
- Demonstrated commitment to MFC’s mission and position on core issues. Agreement with and adherence to MFC’s *Statement of Faith, Policy on Employee Moral Behavior and Statement on Marriage, Gender and Sexuality*.
- Ability to work discreetly with confidential data; trustworthy and responsible.
- A listener with a high level of discernment and wisdom, tactful and diplomatic, building consensus rather than emphasizing differences; maintain a high level of professionalism and Christ-likeness.
- Strong leadership skills.
- Ability to live in metropolitan Minneapolis, Minnesota area.

For more information about MFC, visit their website ... www.mfc.org. If you are interested in this unique and challenging opportunity, please submit your cover letter stating the reasons why you would like to work for MFC and your resume to Cheryl Peterson (cheryl@mfc.org).



Position Description: Communications Director

Job Title:	Communications Director
Department/Group:	Leadership Team
Reports To:	President & CEO
Exempt/Non-Exempt	Exempt
Job Grade	Salary and benefits commensurate with job experience
Permanent/Temporary	Permanent
Full Time/ Part Time	Full Time
Job Location	Minneapolis, MN
Contact	Cheryl Peterson (Cheryl@mfc.org)

PURPOSE:

To conceptualize, develop, and manage Minnesota Family Council (MFC) communications. To represent the organization in such a way as to winsomely communicate its vision and mission with the highest degree of professionalism, skill, and discretion, as an Ambassador of the Lord Jesus Christ.

KEY RESPONSIBILITIES:

- Serve as a key leader and strategist on the MFC Network, Policy, and Development Teams.
- Develop strategies to meet MFC's mission to communicate biblical truth through various distribution channels including secular, Christian, and digital media.
- Conceptualize, develop, and manage MFC communications with the secular and Christian media, including press releases, editorials, letters to the editor, and interview opportunities.
- Serve as the primary spokesperson for the organization with the media, utilizing other key team members as spokespersons when strategic to do so.
- Develop media strategy and opportunities for MFC, building and maintaining relationships with media contacts.
- Integrate search engine optimization with social networking marketing strategies.
- Develop and implement online advertising.
- Direct MFC's efforts to run commentaries on radio stations, including the drafting and production of commentaries and management of relationships with such stations.
- Serve as the lead writer for MFC written communications, ensuring that written projects are timely, accurate, and relevant to the current events and/or mission of MFC.
- Draft and/or oversee all electronic publications including, but not limited to, *MFC Action Alerts*, *MFC Blog*, and *Email Updates*.
- Activate grassroots network to engage in indirect lobbying and micromedia targeting for GOTV through appropriate channels including print, broadcast, email, social media, and online advertising; coordinate targeting and messaging with Policy and Elections directors.
- Draft speeches and/or PowerPoint presentations as needed.
- Develop strategies with Pastor Liaison to communicate MFC's vision to likeminded churches.
- Create, post and maintain content daily for MFC and Lights On MN (LOMN) websites, blogs, Facebook, Twitter, and other social media, keeping them timely, fresh and relevant.
- Create and share content with current social media users while attracting new followers; grow responses to social media postings.
- Provide assistance with the development of monthly appeal themes, resource materials for appeals, donor-related publications, and periodic newsletters.
- Oversee MFC, LOMN, Ask Me First MN (AMF-MN), and MN Student Statesmanship Institute (SSI-MN) branding integrity to ensure a clear, consistent message.
- Oversee communications elements of AMF-MF and SSI-MN by working with Coordinators of both projects.
- Provide input for departmental budget and control expenses to keep on budget.
- Provide periodic analysis and reports on budget and performance measures for management.
- Participate in regular staff meetings, including Bible study, worship and prayer; regularly lead Bible study per staff devotional schedule.
- Other duties as assigned by supervisor.

JOB QUALIFICATIONS/REQUIREMENTS:

Education, Skills, and Experience

- Bachelor's degree required, preferably in communications-related field.
- Minimum two to five years of experience in the field of communications or marketing, including experience messaging and working with hostile media in the political arena.
- Proven writing skills.
- Exceptional communication skills with a particular emphasis on writing skills.
- Ability to present well and effectively communicate MFC message in broadcast and print media, including television, radio, and newspapers; strong on-camera and on-air presence.
- Ability to take policy positions and develop succinct messaging points.
- Excellent relationship skills including an ability to develop new relationships with media, community leaders, and MFC constituents.
- Understanding of how to marshal resources to communicate MFC's message through a broad range of outlets and opportunities, including print and broadcast media, direct mail, email, video, and social media.
- Successful experience planning and executing social media campaigns and video production.
- Understand market demographics of and able to communicate effectively with Millennials.
- Self-starter, motivated daily by communicating MFC's vision and messaging to a variety of audiences.
- Gifted speaker, able to winsomely and compellingly present MFC's vision and mission to a variety of audiences.
- Well-organized, able to operate on a schedule, meet deadlines, and manage multiple projects including other staff, volunteers and freelancers simultaneously.
- Ability to work in a dynamic team environment, remaining flexible with ever changing priorities.
- Thrive in and enjoy working in a multi-tasking, fast-paced work environment; able to get things done, highly efficient, cool under pressure.
- Team spirit that builds unity and exhibits a "can-do" attitude.
- Strong computer skills including Microsoft Word, Outlook, Excel, Publisher, and PowerPoint or equivalent.

Character/Spiritual

- Biblically grounded, Holy Spirit responsive, Christ-centered Christian, currently a member or pursuing membership in a local church.
- Agree with and adhere to MFC's *Statement of Faith, Statement on Marriage, Gender and Sexuality, and Policy on Employee Moral Behavior*.
- Demonstrated commitment to MFC's mission and position on core issues.
- Ability to work discreetly with confidential data.
- Trustworthy and responsible.
- A listener with a high level of discernment and wisdom, tactful and diplomatic, building consensus rather than emphasizing differences.
- Maintain a high level of professionalism and Christ-likeness, even with hostile media and/or adversaries.
- Strong leadership skills.
- Outgoing, friendly personality.