

Marketing & Community Engagement Manager

Organization: Minnesota Community Health Worker Alliance (MNCHWA)

Location: St. Paul, MN (hybrid; some in-person required)

Travel: Approximately 10-15%

Reports to: Executive Director

Status: Full-time, Exempt

About MNCHWA

MNCHWA builds community and systems capacity for better health by advancing Community Health Worker strategies through education, partnership, research, and technical assistance, promoting equitable outcomes and strengthening healthcare, public health, and community-based systems statewide. Learn more at:

<https://mnchwalliance.org/>

Position Overview

The Marketing & Community Engagement Manager leads MNCHWA's marketing, communications, and stakeholder engagement efforts to strengthen visibility, participation, and alignment across Minnesota's CHW field. This role blends strategic planning with hands-on execution and plays a critical role in advancing MNCHWA's mission, sustainability, and statewide impact.

Key Responsibilities

- Lead MNCHWA's organizational marketing and communications strategy
- Translate programs, policy priorities, and initiatives into clear, audience-specific messaging
- Steward MNCHWA's brand across digital platforms and materials
- Oversee website, email, CRM/engagement tools, and social media
- Develop content for campaigns, events, trainings, advocacy, and fundraising
- Leverage the CHW Registry to support workforce engagement, data use, and employer connections
- Promote training, apprenticeship, and professional development opportunities
- Collaborate across programs to support grants, initiatives, and organizational priorities
- Manage vendors and consultants as needed

Required Qualifications

- Bachelor's degree in marketing, communications, public relations, or related field (or equivalent experience)

- Minimum of three years of experience in marketing, communications, stakeholder engagement, or related field (or equivalent experience)
- Experience leading or supporting organizational marketing and communications efforts
- Strong writing, facilitation, and interpersonal communication skills
- Experience with digital tools (CMS, email platforms, CRM/engagement systems)
- Ability to manage multiple priorities and collaborate across teams
- Commitment to culturally responsive and inclusive communications

Preferred Qualifications

- Experience in public health, workforce development, CHW-related, or health equity settings
- Experience with grant-funded initiatives
- Experience managing websites, registries, or resource hubs
- Familiarity with community-based or relational engagement approaches

Work Environment

This position requires Minnesota residency and occasional in-person attendance at MNCHWA's St. Paul office and statewide events, including some evenings or weekends.

Compensation and Benefits

MNCHWA is committed to equitable and transparent compensation. This role has a salary range of \$65,000–\$85,000, determined by experience and alignment with organizational equity practices. Benefits include retirement contributions, an employer-contributed HSA, generous PTO and holidays, and a supportive, mission-driven work environment.

MNCHWA Commitment

MNCHWA is an equal opportunity employer and is committed to health equity, cultural responsiveness, and eliminating structural barriers in the workplace and communities we serve.