

Loppet Foundation Job Posting

Marketing and Communications Manager

The Loppet Foundation is seeking a Marketing and Communications Manager.

[The Loppet's mission](#) is to create a shared passion for year-round outdoor adventure in the Minneapolis area, focusing on underserved youth and families. We think great things happen when people are outside and active, and our work is to make that possible for everyone--regardless of age, background, or ability.

Our [Youth Adventures](#) programs get more than 1,100 North Minneapolis youth outside and active each year and support the development of youth leaders of color. Our Events Team brings more than 16,000 people to Theodore Wirth Park each year through [four premier \(and numerous smaller\) year-round events](#). Our Trails and Recreation Team partners with the Minneapolis Park and Recreation Board to bring [superior and accessible winter recreation](#) to Wirth Park. [Loppet Nordic Racing](#) is a nationally ranked competitive ski team. And, this winter, we'll be opening [The Trailhead](#), a new 14,000 square-foot welcome center and home-base for outdoor adventure in Wirth Park that will see an estimated 380,000 visitors each year.

The Marketing and Communications Manager works across all segments of the organization to connect participants, sponsors, donors, and our community to our mission, and get people outside and active. The position reports to the Events Director, but also works directly with the Development Director.

Your responsibilities will include:

- Collaborate on development and lead implementation of the Loppet Foundation's organizational marketing and communications plan, ensuring balanced and consistent messaging across all areas of our work.
- Lead development and implementation of specific marketing strategies for each of our events, ensuring high levels of participation.
- Act as the main liaison for event sponsors and manage the sponsorship process, including sponsorship renewals, sponsor activation at events, fulfilling contractual agreements, and managing sponsorship opportunities in Salesforce.
- Produce content--written and visual--for all communication channels.
- Promote and develop the Loppet's brand, with a focus on increasing awareness of our community-based work in North Minneapolis.
- Manage the Loppet's social media accounts, website and monthly email newsletter.
- Work with the Loppet's graphic designer to produce electronic and print materials, including materials for events, membership, fundraising and organizational communication.
- Manage media relations, including writing and distributing press releases.

To be successful, you will need:

- A general love for the outdoors--whether that's paddling, hiking, skiing, trail running, mountain biking, orienteering, snowshoeing, or a little of everything, and whether you take a competitive or recreational approach.
- Experience working in and with diverse communities, and a commitment to ensuring that everyone in our community can be part of outdoor adventure--regardless of background, age or ability.
- Two or more years of experience in marketing and communications.
- The ability to work independently and develop your own day-to-day work plan, while still collaborating closely with others.
- Solid writing and editing skills, with a keen eye for detail.
- The ability to manage multiple projects in a fast-paced environment.
- To be available for weekend and evening work, primarily during our major events, with additional evening and weekends as necessary.

Bonus points for:

- Shared lived experience with the North Minneapolis community where we work.
- Experience marketing events and managing market-based event sponsorships.
- Experience marketing recreational facilities.
- Photography and/or videography skills.

The salary range for this position is \$40,000 - \$48,000, depending on experience. The job offers health insurance, as well as paid time off and sick leave. At the Loppet, you will enjoy a flexible work environment, discounts on events and classes, and being part of a team of people who work just as hard as you do.

Send cover letter and resume via email to Allie Wilde at wilde@loppet.org.