



## **Outreach Coordinator (Full Time, Hybrid)**

### **Position Summary**

The Outreach Coordinator is responsible for leading MITY's community engagement, marketing and fundraising efforts. Working closely with the Executive Director, you will design and execute a comprehensive development plan that includes donor cultivation, grant writing, event planning, and database management. You will use your creativity and experience to craft and successfully implement an extensive communications strategy across multiple platforms. Ultimately, your outreach efforts will inform students, families, educators, alumni, partner organizations, and local corporations about MITY's mission so that all bright and motivated students have the opportunity to attend our programs.

### **Our Organization**

Minnesota Institute for Talented Youth's mission is to inspire and challenge intellectually curious students to pursue their passions within a diverse, inclusive community and empower them by building skills and relationships for lifelong success. MITY provides academic enrichment programs during the summer and on select Saturday mornings during the school year. Founded in 1967, MITY now serves over 1,100 1st - 11th grade advanced learners from over 260 schools annually. For many of these students, MITY is the one place that they can be themselves and meet like-minded peers.

### **Essential Duties and Responsibilities**

#### **Marketing**

- Collaboratively construct and execute an annual communications plan that leverages best practices in direct and indirect marketing and brand management.
- Develop and implement a storytelling strategy that engages and inspires each key stakeholder audience through written, visual, and digital content.
- Analyze metrics to guide decision-making.
- Create and distribute digital and print materials, including flyers, emails and social media content.
- Conduct school visits, presentations and other events to promote MITY's programs.
- Gather source material (photos, videos, quotes, stats, etc.) to showcase MITY's impacts.
- Collect and analyze data from multiple sources to assess effectiveness and inform future strategies.
- Identify new marketing opportunities in the Twin Cities, greater Minnesota, the greater U.S., and internationally.
- Utilize current technologies and AI to create efficiencies, make data-driven decisions, and generate targeted messaging to key stakeholders.

#### **Fundraising**

- Create and carry out a robust development strategy that aligns with the organization's mission and values.
- Build and maintain strong relationships with individual donors, foundations, and corporations.
- Identify new opportunities for donor cultivation and stewardship.
- Accurately maintain relevant databases and donation records.

- Manage all aspects of grant administration, including writing proposals, reporting, and finding new grants.
- Initiate a new annual fundraising event.

### **Community Outreach**

- Identify and establish partnerships with schools, organizations and local businesses to raise awareness of MITY.
- Establish relationships with alumni to gather impact stories and data, secure donations and volunteers, and expand MITY's network.
- Recruit and coordinate volunteers for special events.

### **The Ideal Candidate for this position will have the following:**

- Tenacious commitment to supporting and empowering young people
- Outstanding personal integrity and reliability
- Bachelor's degree in communications, public relations, business, or a related field
- Three or more years experience in marketing and/or fundraising work
- Innovative and creative thinking skills
- Proficiency in social media platforms, Hootsuite, Adobe, and WordPress
- Familiarity with grant writing, digital fundraising strategies and donor management systems
- Be internally motivated and able to work independently and as part of a team
- Exemplary written and verbal communication skills with diverse populations
- Ability to create compelling stories that resonate with each target audience
- Excellent follow-through and attention to detail
- Commitment to diversity, equity and inclusion efforts throughout the organization
- Open, approachable personality and a good sense of humor

### **Work Environment**

- Three full-time employees plus >100 seasonal contractors
- Position is hybrid; you will be expected to work in the St. Paul office two days per week
- Periodic travel within the Twin Cities metro area for events

### **Compensation:**

- Salary range is \$50K - \$60K based on experience and qualifications
- Eligible to participate in MITY's 403(b) plan
- 50% discount on MITY programs for employee children
- Medical insurance benefits are not included

**To apply, submit a resume and letter of interest to [erica@mity.org](mailto:erica@mity.org).** Questions should be directed to Erica Brewinski at (651) 243-2221. Application review begins October 25, 2025.

Minnesota Institute for Talented Youth is a 501c3 nonprofit organization founded in 1967. Visit [mity.org](http://mity.org) to learn more.

MITY is an equal opportunity employer. Qualified applicants will receive consideration without regard to their race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or status as a protected veteran.