

**Position:** Marketing & Events Manager  
**Location:** Twin Cities  
**Employment type:** Full-time, Non-exempt  
**Reports to:** Vice President, Programming & Member Experience

The Minnesota Technology Association (MnTech) is a coalition of more than 250 member companies united in building a stronger tech ecosystem in Minnesota. We believe Minnesota's technology-driven companies achieve the greatest success when they have access to exceptional talent, dedicated public policy advocates, and are part of an innovative, inclusive technology community. Each year, thousands of technology professionals make meaningful connections and advance their careers through MnTech's respected programs, educational opportunities, and networking events. Our member companies work the spectrum of technology, including information technology, advanced manufacturing, life sciences, fintech, agtech, cleantech, and edutech. Member companies range from long-established corporations to small and growing startups. Learn more at [www.mntech.org](http://www.mntech.org).

### **Position Description:**

The Marketing & Events Manager will develop and execute the overall marketing strategy for MnTech, manage external communications, plan and produce events in support of MnTech programming, and elevate the organization's brand awareness, relevance, and reputation amongst members and the broader community.

### **Key Responsibilities**

- Create annual marketing and communications plan.
- Develop messaging and marketing materials in support of member engagement and new member recruitment.
- Create and maintain member engagement reports.
- Develop and implement social media plan to market and promote MnTech events, programs, and initiatives.
- Design and maintain content assets for website, social media, e-mails, and web promotions.
- Create MnTech's annual impact report and sponsorship prospectus.
- Support planning and execution of events
  - Serve as the virtual events platform expert
  - Drive all visual components related to event success
- Develop and implement brand standards.
- Build relationships with media and key partners to drive MnTech's brand in community.
- Establish criteria and metrics for measuring MnTech's marketing and branding success.

**Marketing & Branding (60%)**

Implement marketing strategies to support awareness and engagement with key stakeholders.

**Event Planning & Execution (30%)**

In partnership with Director of Events, lead the planning and execution of programmatic and signature events. Support all marketing and branding of events.

**Management (10%)** Lead and coordinate team support of marketing and communications.

**Qualifications**

- At least two years of experience developing and managing marketing and communications plans across a wide variety of media.
- Ability to develop digital strategy and content to activate audiences.
- Technical literacy and ability to navigate and manage digital event platforms.
- Interest in technology and innovation.
- Strong project management skills.
- Effective oral and written communication skills.
- Team-player with a willingness to flex and adapt as situations require.
- Ability to build authentic relationships across multiple stakeholders and with diverse populations.
- Proficiency with computers, databases, Microsoft Office applications, and Adobe Creative Cloud products.
- Preferred Requirements: Bachelor's Degree in relevant field.

**Compensation**

- Salary will be competitive and commensurate with experience and qualifications. Expected salary range is \$55,000-\$70,000.
- Comprehensive benefits package including health coverage, dental, retirement plan, LTD, vision, life, parking, and vacation.

**How to Apply:** Please send a copy of your resume and a cover letter to [jobs@mnitech.org](mailto:jobs@mnitech.org).