



# Tending the Soil

**Organization:** Tending the Soil (TTS)

**Title:** Communications Director

**Reports to:** Executive Director

**Salary range:** \$70,000-\$90,000

**Schedule:** 40/hours; Business Hours; Flexibility for occasional night or weekend.

**Location:** Minneapolis, MN; hybrid with options to work from office or home

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## *Tending the Soil Communications Director*

### Organization Summary:

Tending the Soil is an alignment of five, power building non-profits and labor organizations representing more than 10,000 Minnesotans led by working class, BIPOC community leaders with a long history of effective and equitable organizing. Through the shared struggle to improve the lives of working poor Minnesotans, what emerged was a deepened commitment by the core organizations to align, long-term. While our policy priorities may diverge from time to time, our collective analysis of power and organizing strategies are aligned.

The organizations that make up Tending the Soil include:

**Centro de Trabajadores Unidos en la Lucha (CTUL):** a worker-led organization for workers to organize, educate and empower each other to fight for a voice in their workplaces and in their communities.

**Inquilinxs Unidxs por Justicia | Renters United for Justice:** is a base-building power organization working to transform the Minnesota housing system.

**New Justice Project:** focus on leadership development, political education, and trusting the expertise of Black workers and community to create systemic change in Minnesota.

**SEIU Local 26:** a dynamic local of over 8000 janitors and security officers in Minnesota, and who have a proud history of militant fights for social and economic justice.

**Unidos MN:** a grassroots organization that builds power with Minnesota's working families to advance social, racial and economic justice.

### Position Summary:

The communications director with Tending the Soil will contribute to organizational success by effectively developing, maintaining, and managing our communications priorities. The TTS communications director will work to bring forward the voices of low income BIPOC communities and bridge our coalition organizations relationships with each other, their bases and campaign decision makers.

The communications director reports to the executive director and acts as a point of contact to all earned media and coalition group communicators. Job duties include:

- Tell the story of why it's important that the members of these groups work together. Align the communication strategies in Tending the Soil campaigns.



# Tending the Soil

- Maintain and develop a cohort of communications professionals that work at our alignment partner organizations.
  - Meet and assess where each staff member is in their career goals and skills and assist them in setting goals to advance their skills.
  - Work with each communications staff person to create earned media, public relationships and digital communication plans for their organization and campaigns.
  - Facilitate the group of communicators in a process to create a shared narrative of their work.
- Develop an annual and monthly communications plan at Tending the Soil:
  - Earned media strategy: Plan and execute press events for TTS campaign work. Write media advisories, press releases and pitch stories to earned media. Develop and maintain systems to track earned media contacts and press hits.
  - Assist political directors with written communication needs for educating elected leaders or other decision makers.
  - Maintain the occasional updates to the Tending the Soil website on other digital media locations.
  - Work with the development director to reinforce narratives in our foundation applications
- Lead communication efforts as a mobile team member to the TTS alignment groups during their major points of campaign escalation
  - Maintain up to date working knowledge of each organization's main campaigns to support their major moments directly or, indirectly by supporting the communication staff at the respective organization.
- Write and disseminate monthly reports for TTS staff and aligned groups to use for campaign decisions and grant reporting.
- Need to practice shared decision making with TTS aligned groups to tell the stories of their members and build relationships with earned media.
- Meet with internal staff leads and partner organizations to gather information to share the member stories with earned and digital media. Build relationships so organizers will bring their members to the table with earned and digital media.

## **Knowledge and Experience:**

- Minimum of 5 years of relevant communication experience.
- Experience training and leading group strategy discussions.
- Demonstrated ability to follow the leadership of BIPOC-led organizations, while leading communication work with little supervision.
- Familiarity with earned media relationship management.
- High level of computer literacy, experience with Meta platforms and TikTok.
- Strong attention to detail and managing competing calendars.
- Exceptional communication skills - demonstrated strong writing skills.
- Ability to network and build relationships simultaneously with individuals at multiple organizations and bring them together for collaboration.
- Experience bringing the voices of disenfranchised people forward.



# Tending the Soil

## Other Expectations:

- Commitment to gender, racial, and economic justice work as an integral part of a multi-racial team.
- Commitment to a culture of vulnerability and loving challenge for both personal growth and the growth of the organization.
- Capable of working both independently and cooperatively.
- Flexibility to attend events outside normal business hours that from time to time may include evenings and weekends as well as extended hours to accomplish requirements of the position.
- Highest standards of accuracy and precision; highly organized.
- Ability to deal with ambiguity, cope with change, and comfortably handle risk and uncertainty.

## Bonus Qualifications:

- Experience working with social justice organizations or in a coalition setting
- Experience running communication strategies with groups that use rallies or protests
- Bilingual Somali/English or Spanish/English is a plus.

## Salary & Benefits:

This is a salaried position compensated at \$70-90,000 annual salary with an annual cost of living raise of 3%. This full-time salaried position will work on average 40 hours per week.

Benefits include: 3 weeks paid vacation, 12 paid sick days, 5 floating health days, and paid time off at the end of the calendar year, medical and dental insurance for you and your immediate family at 10% cost, Annual 5% year end bonus that may be applied towards retirement fund, and others.

**Please send resume, cover letter, and 3 professional references to [operations@tendingthesoil.org](mailto:operations@tendingthesoil.org) using the subject: "TTS Communication Director".**

**Applications are under active review, apply now: Position Open until filled.**

***Black, Indigenous, People of Color, women, LGBTQ+ community and people from other marginalized communities are strongly encouraged to apply.***