



Title: Communications Manager, Cradle 2 Career

Reports to: Executive Director

Employment type: Full Time

Position location: Rochester, Minnesota

FLSA status: Exempt

Salary range: \$45,000 - \$52,000

ABOUT CRADLE 2 CAREER

Cradle 2 Career (C2C) is a community-wide initiative that works to improve educational outcomes for every child in Rochester by transforming the way partners work together. We build relationships across multiple sectors – nonprofit, business, government, and philanthropy – to determine successful strategies, break down barriers, and create new possibilities to support youth and families furthest from opportunity.

This role exists to support the initiative as we seek to meet our end goal of every child succeeding from cradle to career. By shifting policies, practices, resources, and power structures across systems, we seek to eliminate structural racism and advance equitable outcomes for children, youth, and young adults.

Cradle 2 Career staff are employees of United Way of Southeast Minnesota (UWSEMN). UWSEMN is an equal opportunity employer. Individuals who share lived experiences with the people and communities we serve are strongly encouraged to apply. We intentionally do our best to eliminate bias and remove barriers that may limit other applicant pools. UWSEMN encourages applications from individuals of all races, genders, ages, and abilities.

Employment decisions are based on job-related qualifications, experience, and organizational needs, without regard to race, color, creed, religion, national origin, sex, pregnancy, marital status, disability, age, sexual orientation, public assistance status, or any other status protected by law.

THE POSITION

The Communications Manager is a critical part of the C2C staff team, leading the internal and external messages we put forth. The Communications Manager will ensure that all communications strategies, tactics, and materials are compelling, effective, and move us closer to achieving C2C's goals. The ideal candidate for this position is considered a "generalist" with a wide range of skills. This position reports to the C2C Executive Director.

ESSENTIAL COMPETENCIES & FUNCTIONS

Communications Strategist & Leader:

Functions: Create and implement comprehensive communications that align with the overall Cradle 2 Career strategy.

- Create, implement, and consistently refine a multichannel communications plan that includes concrete goals, strategies, channels, and ways to measure success
- Implement and manage a communications calendar to create a regular and consistent cadence for targeting key audiences
- Develop a consistent understanding of C2C and how to engage a diverse set of partners from all sectors of the community
- Break down complex systems-level education issues and evidence-based work into compelling calls to action
- Serve as C2C representative for communications and marketing meetings of our statewide coalition and national network
- Supervise other staff members, interns, and volunteers on communications tasks
- Other duties as assigned

Content Development Expert:

Functions: Collaborate with staff and partners to ensure brand consistency, readability, and alignment to overall Cradle 2 Career strategy.

- Serve as a steward of C2C's brand, voice, and messaging, developing communications in alignment with the Executive Director, approved strategy, and applicable governance policies.
- Develop culturally competent communications for various audiences
- Build trusted relationships with the community and keep them informed
- Manage, draft, design, and post strategically and consistently to organization's social media, engaging with partners and lifting up shared work
- Maintain and update C2C's website (built on Squarespace), so it is relevant, error-free, and useful for the community
- Draft regular email marketing, including quarterly newsletters, network communications, and other timely notices and updates
- Design and author collateral for C2C's Annual Education Summit and staff needs
- Manage C2C staff and coordinate with external communications consultants to meet communications deadlines
- Other duties as assigned

QUALIFICATIONS

- At least three years of relevant professional experience with a proven track record of developing and executing effective communications strategies
- Excellent written and oral communications, project management skills, and attention to detail

- Demonstrated ability to manage multiple workstreams under daily or weekly deadline pressure
- Ability to serve as both a “big picture” thinker and “implementor” of those ideas with limited supervision
- Proficiency in applications like Microsoft Office, Canva, email marketing tools (such as Mailchimp), and the ability to transfer knowledge between platforms
- Understanding of the needs of cross-sector partnerships with many organizations and individuals involved
- Ability to work on diverse teams
- A passion for our mission

Physical Requirements:

The Communications Manager communicates through voice and writing. They will spend the majority of their time either at the computer or in meetings. They will frequently create materials using computer software. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of the position.

This position is based in Rochester, Minnesota, and is primarily in-office, with occasional local meetings, events, and partner engagements. Any remote work flexibility is subject to UWSEM N policy and supervisor approval.

Benefits:

This is a full-time, salaried position with benefits. Benefits currently include health insurance, retirement plan eligibility through a 403(b), paid time off, earned sick and safe time, paid holidays, and any other benefits available to full-time UWSEM N employees, subject to applicable plan terms and UWSEM N policies.

TO APPLY

Email a cover letter and resume to Cradle 2 Career, c/o Julie Ruzek (C2Cadmin@c2cmn.com). Applications submitted without a cover letter will not be accepted. Your cover letter should address how you:

- Effectively communicate complex, multilayered messages clearly.
- Employ an equity lens by seeking out and valuing diverse perspectives, centering the voices of the communities an organization represents, and contributing to a culture of belonging.
- Operate effectively, even when things are not certain, when conditions are shifting, or the way forward is not clear.

Applications are due by Friday, May 15, 2026.