



## **Job Announcement**

### **Director of New Business Development and Community Engagement**

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Full Time, Exempt

Start Date: ASAP

Salary Range-50-60K

Location- Hybrid -Stillwater, Minnesota

Reports to: Executive Director

#### **Overview:**

Hope House of St. Croix Valley, with 30 years of community impact is seeking a full-time Director of New Business Development and Community Engagement to join our executive leadership team. This position is responsible for the development and execution of the organization's new business development through effective Marketing and Public Relations strategies. This includes stewarding the organization's forward face, communications strategy, outreach, community engagement, and business development strategies in support of the strategic direction of Hope House of St. Croix Valley

Hope House of St. Croix Valley is a provider of Home and Community Based Services in Minnesota with a mission to *provide people experiencing life changing health challenges access to compassionate care that respects their dignity and choices.*

#### Required Education, Skills and Experience

- Advanced degree in Business Administration, Marketing, Communications, Public Policy, Social Work, or related field.
- 7-10 years of non-profit management and professional experience creating effective communication and marketing strategies that build and maintain excellent stakeholder relationships which result in a robust referral supply chain within health care organization.
- Candidates must be collaborative, innovative with an entrepreneurial spirit.

#### New Business Development

- Excellent organizational, management, executive decision-making and analytical skills required to translate data into actionable steps to achieve goals outlined in current strategic plan.
- Develop and maintain partnerships with corporations, diverse communities, healthcare and community partners, and other stakeholders which will lead to increased referrals and resources for existing and new programs.

- In collaboration with the Executive Director, external and internal partners, research and identify new business opportunities that expanded business and/or program development and partnerships to which increase organizational reach and impact.

#### Marketing/Communications/Community Engagement

- Exceptional oral, written, interpersonal and communication skills. Demonstrated grant writing and public relations skills.
- Manage and promote the Hope House of St. Croix Valley brand via Twitter, Instagram, Facebook, LinkedIn, and other paid/nonpaid media opportunities.
- Communicate Hope House news, events, programs, and volunteer opportunities on the appropriate social media platform, manage quarterly newsletter in collaboration with the development department.
- Management and creative oversight for the Hope House of St Croix Valley Website.
- Track and report effectiveness of strategies and campaigns. Use data collected to develop future opportunities for mission impact. Share and promote data-driven insights to support and inform decision-making across business units.
- Represent Hope House of St. Croix Valley to external audiences throughout the community.
- Ensure that diversity, equity, and inclusion are incorporated into all aspects of assigned deliverables.

*Hope House of St. Croix Valley is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to age, sex, gender identity, sexual orientation, race, color, religion, national origin, disability, protected veteran status, age, or any other characteristic protected by law.*

*Hope House of St. Croix Valley is a diverse nonprofit organization offering its employees professional development and growth opportunities, a competitive compensation package including a comprehensive benefits package which includes Health, Dental, Vision, 401k plan with match, FSA, Life, Short- and Long-Term Disability, Accident Insurance, EAP benefits and a generous PTO/Vacation policy plus eight paid holidays.*

*Hope House of St. Croix Valley values a diverse workplace and strongly encourages women, people of color, LGBTQIA+ individuals, people living with HIV/AIDS, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply.*

*Any offer of employment is contingent upon the successful completion of a Minnesota Department of Human Services criminal background study, a motor vehicle clearance, and a drug test.*

*As an essential health care provider, Hope House of St. Croix Valley follows all local, state and federal guidelines regarding COVID 19. Additionally, prior to an offer of employment, all candidates must show proof of vaccination for COVID 19.*

*To be considered for this position, please send a resume along with a cover letter outlining your qualifications including examples of how you are developing your DEI-IQ to:*

*Bill Tiedemann, MSW  
Executive Director  
Hope House of St. Croix Valley  
451 Everett Street, North  
Stillwater, MN 55082  
Resumes can also be forward to:  
[bill.tiedemann@hopehousescv.org](mailto:bill.tiedemann@hopehousescv.org)  
No Phone Calls Please*

**About Hope House of St. Croix Valley:** After 30 years of serving people living with HIV in our foster care facility located in Stillwater, MN, Hope House is expanding operations beyond to include living in place services for individuals living with HIV, individuals aging and who identify as LGBTQAI+, and our neighbors and friends in the communities we serve. Our expansion growth depends on a dedicated team that is mission and vision focused and future-directed and wishes to challenge the status quo throughout Minnesota.

