

Who We Are

Family Tree Clinic is a leader in sexual and reproductive health care in the Twin Cities and Minnesota. Founded by community activists in 1971, our vision is to eliminate health disparities through innovative, personalized sexual health care and education for diverse needs. We work to achieve this vision by providing patient-centered health care services, community education and outreach, and through developing alliances across the state to promote sexual health in our communities. The staff at Family Tree is a team of committed, passionate, and smart individuals who work hard and are eager to learn and grow together as we provide services and education to our community.

Core Value Statements

Commitment to furthering social and reproductive justice: striving for and demonstrating a conscious awareness of cultural markers and lenses related (but not limited) to race, ethnicity, country of origin, religion, family narrative, gender identity, immigration status, gender presentation and expression, sexual orientation and expression, mental and physical ability, size, class, and age; sex positive; striving to center justice lenses in our daily work and long-term goals

Mission-focused: conveying passion for our mission with an understanding that our work evolves over time, and that there are many ways we accomplish our collective goals; supporting a workplace environment that is in service to our mission

Collaborative and accountable: being mindful of our differences and striving for self-awareness; accountable to colleagues, patients, clients and community members; acknowledging of one's own mistakes and striving to learn from them; supportive of ongoing learning

Direct and respectful: being honest, candid and straight-forward in a way that acknowledges the power of our words; assuming the best intentions when engaged in difficult conversations; conveying respect for each other and our clients; upholding workplace standards and Family Tree's mission in all of our interactions

Position Summary

The Communications Manager leads the day-to-day creation and execution of Family Tree Clinic's communications. This role is responsible for producing and sharing engaging content across digital and print channels, supporting fundraising initiatives and events, and maintaining a consistent brand presence. As the organization's primary communications staff member, the Communications Manager works closely with the Advancement team and collaborates across departments to elevate community voices, increase visibility, and ensure all communications reflect Family Tree's commitment to comprehensive sexual health care and education. This position reports to the Director of Advancement.

Family Tree Clinic is an equal opportunity employer and is committed to building and maintaining a diverse staff that is representative of the communities we serve and live in. People of color, LGBTQ-identified individuals, and people from the local community are strongly encouraged to apply.

Primary Duties:

External Communications & Content Production (50%)

- Manage and grow social media presence, leading content creation and audience engagement.
- Create and manage multi-channel communications content (copy and visual) including email newsletters, website updates, print materials, reports, and marketing campaigns.
- Develop and maintain editorial calendars to coordinate content across all communications channels and ensure alignment with fundraising, marketing, events, and organizational priorities.
- Craft messages for diverse public audiences, including donors, patients, and community members.
- Coordinate design, photography, and video projects, working with external vendors as needed.
- Monitor email and social media performance and make improvements based on analytics.
- Draft press releases, respond to media inquiries, and maintain an up-to-date media contacts list.

Brand Stewardship & Storytelling (20%)

- Manage Family Tree's brand and all sub-brands (the Minnesota Sexual Health Hotline, KiSS, Evergreen, etc.), ensuring all external communications adhere to established brand guidelines.
- Maintain brand tools and resources, including templates, collateral, and shared asset libraries.
- Proactively gather and share stories, photos, and quotes from patients, staff, and community partners to highlight impact and strengthen authentic storytelling.
- Ensure all communications are inclusive and meet accessibility standards.

Fundraising, Events, and Program Support (20%)

- Support fundraising campaigns and donor communications in partnership with Advancement staff, creating materials for campaigns like Give to the Max Day, year-end appeals, and monthly giving.
- Produce promotional content for programs, events, and community outreach, including social media posts, flyers, registration materials, and short videos.
- Provide occasional on-site support for events, tabling, or speaking opportunities (limited evening / weekend hours and local travel is required); attend events to capture photos and stories.

Collaborative Duties:

Collaboration & Planning (10%)

- Partner with the Director of Advancement to co-develop impactful annual communications plans.
- Collaborate with Advancement staff and other staff to support the development of key messaging for donors, media, and other public audiences.
- Collaborate with program staff to support org.-wide communications and storytelling needs.
- Participate in organizational training and committees related to racial justice and anti-oppression.

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Additional Duties:

- Perform additional tasks and responsibilities as assigned.

Required Qualifications

- 3 or more years of relevant experience in communications, marketing, design, or related roles.
- Strong writing and editing skills for diverse audiences and platforms.
- Demonstrated experience producing print and digital communications materials (copy and visual).
- Proficiency with digital tools such as Canva, Adobe Creative Suite, Constant Contact, WordPress, Meta, EventBrite, and social media platforms.
- Familiarity with social media platform analytics and data-informed communications strategies.
- Strong project management skills with the ability to prioritize, meet deadlines, and work independently and collaboratively.
- Creativity, initiative, and a proactive approach to moving projects forward.
- Ability to be flexible and adaptive in a responsive organization with shifting priorities.
- Commitment to reproductive justice, racial justice, gender equity, LGBTQ+ and trans equity, and accessible sexual health care.
- Ability and willingness to challenge and change systemic and personal actions and behaviors that contribute to systems of oppression.

Preferred Qualifications

- Experience with graphic design for web and print.
- Photography and short-form video skills (filming, editing, captioning); ability to produce high-quality content using a smartphone is sufficient.
- Experience with media or public relations.
- Experience in nonprofits or mission-driven communications.
- Bilingual or multilingual skills (e.g., Spanish, Somali, Hmong, or other languages in the Twin Cities).

Salary & Benefits: Starting hourly wage is \$29.00 per hour or higher, based on experience and qualifications beyond what is required in the job description. This is a benefits-eligible position consisting of 11 paid holidays, 15 paid vacation days and 15 paid sick days to start (paid time off increases after one year), 2 paid personal days; medical, dental, vision, life, and long-term disability insurances; a 401k with employer matched contributions. With all benefits included, the total effective compensation package may be valued upwards of \$48.97 per hour. This figure represents the combined value of wages and benefits if maximum benefits are selected. It is not the hourly base wage.

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Communications Manager

Hours: 40 hours per week, Monday - Friday. Occasional nights and weekends required. This position also takes a weekly (2 hour) rotating shift at our welcome desk (part of the normal 40 hours). This role is primarily in-office, with the option to work remotely one day per week. Additional remote flexibility may be available occasionally as needed.

Supervisor: Director of Advancement

Typical Working Conditions: This position requires a full range of body motion, manual and finger dexterity and eye-hand coordination. Position involves standing, walking, and frequently sitting at a computer. Hazards common to clinical and educational environments including potential exposure to communicable diseases.

How to Apply: Please submit a **resume, cover letter, and 2–3 work samples demonstrating your original communications or design work** (such as social media posts, campaigns, newsletters, writing samples, or visual materials) to Annie Schmitz at aschmitz@familytreeclinic.org

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