

## SAVE – Suicide Awareness Voices of Education

7900 Xerxes Ave S., Suite 1350

Bloomington, MN 55431

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**JOB TITLE:** Communications and PR Director

**JOB STATUS:** Full-time, salaried

**LOCATION:** Bloomington Office, in-office 4 days a week

**DEPARTMENT:** Marketing, Communications and PR

**REPORTS TO:** VP of Operations

**DATE:** February 2026

**HOURS:** Monday- Friday 8:00 AM – 5:00 PM (40 Hours/week, some evening and weekend events)

### SCOPE OF POSITION:

The Communications and Public Relations (PR) Director will lead and execute the organization's external communications strategy, proactively positioning SAVE as a trusted resource on suicide prevention at the local, state, and national levels. This role focuses on strategic communications that promote programs, grow events, advance public education, and strengthen SAVE's role as national leaders in suicide prevention.

The Communications and PR Director will oversee external vendors for social media, newsletters, graphic design, and other communications needs, while developing internal strategies to expand organizational visibility and engagement. This role serves as a key representative of the organization to external stakeholders, the media, and the public.

### PRIMARY RESPONSIBILITIES:

- Communications Strategy
  - Develop and implement a strategic communications plan to enhance the organization's profile and influence locally, statewide, and nationally.
  - Proactively seek opportunities to position the organization as a leader in suicide prevention through media engagement, op-eds, speaking opportunities, and strategic partnerships.
  - Work closely with program and development staff to align communications efforts with organizational goals, fundraising campaigns, and events.
  - Collaborate with the CEO, VP of Programs, Development Manager, and VP of Operations to identify key audiences—donors, constituents, volunteers, and other stakeholders—and develop tailored messaging to engage them effectively.
- Content Creation and Distribution
  - Oversee creation and distribution of content for newsletters, social media, website, and other digital channels, working with internal teams and external vendors as needed.
    - Analyze audience segments to understand interests, behaviors, and preferred communication channels.
    - Develop targeted strategies to grow engagement among donors, constituents, volunteers, and other supporters.
  - Ensure all communications reflect the organization's brand, voice, and strategic priorities.
- Public Relations
  - Proactively seek out and respond to media inquiries, media interviews, and requests for public statements.
  - Prepare and strategically send press releases to enhance visibility of SAVE programs, services, and events.

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- Act as a spokesperson and representative of the organization at public events and conferences.
  - Proactively seek and maintain strategic relationships with community partners, media contacts, and thought leaders.
- Event Promotion and Program Support
  - Develop communications strategies to promote fundraising events, educational programs, and community initiatives.
  - Collaborate with program staff to highlight program successes, donor impact, and community stories.
  - Track communications metrics and analyze impact to refine strategies and improve engagement.
- Vendor and Project Management
  - Manage relationships with external vendors for social media management, design, printing, video, and other communications needs.
  - Ensure quality, timely delivery, and alignment with organizational goals and brand standards.
- Other Duties
  - Stay current on trends, best practices, and emerging tools in communications, PR, and digital media.
  - Support cross-departmental initiatives as needed to enhance the organization's visibility and impact.
  - Other duties as assigned

### **EDUCATION AND EXPERIENCE:**

- 5+ years of professional experience in communications, public relations, or marketing.
- Education: Bachelor's degree (Communications, Public Relations, Marketing, or related field a bonus) or equivalent experience.
- PRSA Certifications are a plus.

### **KNOWLEDGE, SKILLS, AND ABILITIES:**

- Comfortable acting as a public spokesperson and representing the organization externally. Proven ability to act as public spokesperson with media.
- Proven ability to pitch stories, do follow-up, be proactive in outreach to media and external audiences.
- Experience managing external vendors and overseeing multiple communications projects.
- Excellent writing, editing, and presentation skills.
- Ability to work independently, manage multiple priorities, and think strategically.
- Knowledge of Microsoft and Google Suites.
- Comfortable working in CRMs, Salesforce experience a plus.
- Knowledge of suicide prevention or public health communications is a plus.

### **COMPENSATION / BENEFITS:**

- \$85,000 - \$125,000, dependent on skills and experience
- Benefits include:
  - Attractive paid PTO and holiday plans
  - Individual or family health insurance (90% paid by employer)
  - 403(b) Retirement Plan (5% agency non-match, voluntary employee contribution)

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- Vision and Dental Insurance (100% paid by SAVE)
- Group Life & Accidental Death Insurance (100% paid by SAVE)
- Group Long & Short-Term Disability Insurance (100% paid by SAVE)

### **HIRING PROCESS -DATES TENTATIVE**

- Accepting applications until: 11:59 CST, February 15, 2026; Send cover letter and resume to Margaret Fondell at [mfondell@save.org](mailto:mfondell@save.org).
- First round phone screens will be conducted on a rolling basis and conclude on February 28, 2026.
- In-person interviews anticipated dates: March 16 - March 20, 2026. Candidates will be asked to bring one or more of the following work products: press releases, campaign summaries, and metrics demonstrating success, along with examples of strategic plans, communication plans, or internal communication materials.