



COMMUNICATIONS & OUTREACH COORDINATOR

The Communications & Outreach Coordinator plays a key role in strengthening awareness of and engagement with MNPQC by supporting communications, marketing, and partner outreach efforts. This position helps cultivate relationships with healthcare systems, professional organizations, academic institutions, local and state agencies, community organizations, and Minnesota families while coordinating events and outreach activities. In partnership with the Communications & Outreach Manager, the Coordinator develops and manages print and digital communications that elevate MNPQC's programs, projects, and impact.

BENEFITS/DETAILS:

- Full-time, remote work position supporting the goals of the Minnesota Perinatal Quality Collaborative; must reside in Minnesota
- Some in-state travel (mileage and expenses reimbursement)
- Supervised by the Communications and Outreach Manager
- Wireless connectivity allowance available, separate from compensation (including cell phone)
- Computer and software tools provided
- Flexible schedule with PTO available
- Health, Dental, and Vision insurance
- Short Term Disability
- 401(k) Qualified Retirement Plan available
- \$53,000-\$58,000 starting annual pay range at 1 FTE (other FTE options can be discussed)
- Performance and benchmark compensation increases are available annually

COMMUNITY OUTREACH AND ENGAGEMENT RESPONSIBILITIES:

Partner Engagement & Partnership Development (25%)

- Cultivate and maintain relationships with key partners, including healthcare professionals, academic institutions, local and state agencies, professional organizations, community-based organizations, and Minnesota families.
- Serve as a liaison between MNPQC and community partners to support collaborative efforts and shared goals.
- Collaborate with potential partners to explore opportunities for mutually beneficial projects.
- Lead efforts for membership in MNPQC's committees and other groups, employing strategic outreach and relationship-building techniques

Community Outreach & Advocacy (10%)

- Develop and execute an annual outreach plan to engage diverse communities across Minnesota, with a focus on populations most affected by maternal and infant health disparities.
- Utilize outreach tools such as email, social media, virtual and in-person meetings, etc, to enhance the visibility and impact of outreach efforts.

Calendar & Event Management (5%)

- Maintain a well-organized calendar of outreach activities, including community events, workshops, conferences, webinars, and other communication opportunities.
- Actively participate in conferences, events, fairs, and workshops to promote awareness of maternal/infant health services and resources.
- Leverage social media platforms to promote and drive attendance to scheduled activities.

Data Collection, Analysis, and Reporting (5%)

- Collect, analyze, and maintain data on outreach activities, community engagement, and project impacts.
- Prepare regular reports for the management team, providing insights into successes, challenges, and opportunities for improvement in both traditional and digital outreach efforts.

COMMUNICATIONS & MARKETING SUPPORT

Content Development and Management (35%)

- Support the planning, development, and implementation of marketing materials for MNPQC-led events and projects, including but not limited to the Perinatal Improvement Summit, QI programmatic efforts, and MNPQC awards, in collaboration with the Communications & Outreach Manager.
- Assist in maintaining the communications content calendar to ensure timely distribution through social media platforms, Publer, LinkTree, and Active Campaign.
- Create compelling outreach materials and packets, ensuring alignment with MNPQC branding for both traditional and online communication channels for upcoming events and opportunities at MNPQC.
- Draft and format content for MNPQC's In the Know newsletter, ensuring timely, accurate, and engaging communications.
- Support updating and maintaining the MNPQC website and QI portal to improve user experience, including usability, satisfaction, interaction, and experience.
- Assist with reviewing communications and marketing analytics and collaborate with the Communications & Outreach Manager to identify opportunities to improve the performance of MNPQC's website, social media platforms, and *In the Know* newsletter.

General Responsibilities:

Active Participation in Staff Meetings (5%)

- Engage proactively in staff meetings, sharing insights and updates; contributing to discussions that foster a collaborative and informed team environment.
- Provide valuable input to help drive organizational goals and initiatives.

Strategic Involvement in Organization-Wide Events (10%)

- Contribute to the planning and execution of organization-wide events, bringing creative ideas and practical insights to ensure successful and impactful gatherings.
- Collaborate with cross-functional teams to coordinate seamless event logistics.

Innovative Contribution to Idea Development (5%)

- Contribute actively to idea development sessions, bringing creativity and strategic thinking to the table.
- Participate as needed in grant writing duties, leveraging innovative ideas to secure funding opportunities essential for organizational growth.
- Participate in idea development and grant writing for funding opportunities as needed.

DESIRED EXPERIENCE & SKILLS:

- Bachelor's degree in public health or a related field; or equivalent professional experience
- 2+ years of professional experience in organizations such as nonprofits, health systems, and government agencies, showcasing a comprehensive understanding of the field, is preferred
- Demonstrated success in community outreach, with a track record of effectively connecting with and positively impacting diverse populations
- Experience with Canva, WordPress, ActiveCampaign, Linktree, Publer, or similar communications platforms is preferred; a willingness to learn new technologies is encouraged
- Strong interpersonal and communication skills, with the ability to engage effectively and build meaningful connections within diverse communities
- Excellent organizational skills, coupled with a proven ability in project management, ensure the efficient and successful extension of outreach initiatives
- Adaptable to an ever-changing work environment, focused on supporting the current needs of the communities you serve

THE IDEAL CANDIDATE

The ideal candidate for the Communications & Outreach Coordinator position at MNPQC is a mission-driven professional with a strong background in community outreach and a passion for advancing maternal and infant health equity. They are a natural relationship-builder who thrives in collaborative environments and is skilled at engaging with a wide range of stakeholders, from healthcare professionals and academic partners to community organizations and families.

You're motivated by knowing your coordination helps create tangible improvements in perinatal outcomes across Minnesota.

TO APPLY

We know a resume doesn't tell the whole story. While we care about the qualifications you bring to the table, we also care about who you are and what motivates you. Your introductory letter should be no longer than two pages and should address the following questions:

- MNPQC's mission involves improving maternal and infant health outcomes across Minnesota. What does equitable maternal and infant health mean to you, and how does it shape the way you approach outreach and engagement?
- We value creativity in our approach to reaching and engaging communities. Can you share a creative outreach idea or event you've led or would love to try?
- How do you approach working respectfully across different perspectives and building trust with people whose experiences differ from your own?
- Working remotely and managing your own schedule requires strong self-direction. How do you stay organized and motivated in a remote role with flexible hours?
- Why would you be a good fit for this position?

Please email your resume and written responses to the questions above to Cassie Mielke, Communications & Outreach Manager, cassie@minnesotaperinatal.org

Application deadline: August 28, 2026.

About MNPQC

The Minnesota Perinatal Quality Collaborative (MNPQC) is a network of organizations, medical providers, content experts, and community voices. We aim to improve perinatal and infant health outcomes, with a focus on improving perinatal health for all mothers/families.

The MNPQC aims to provide the best, safest care for mothers and infants statewide with advanced, sustained, data-driven practices that improve quality care and reduce health differences.

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