

Seeking Communication Specialist

We are looking for a communications specialist to help launch a new creative venture based in Iowa and Minnesota. [Potions for Humanity](#) uses storytelling, powersharing, and artmaking to engage people in healing and cultural transformation. We have been launching “Potions for Cultural Equity” in Iowa this summer and plan to launch “Potions for Collective Resilience” in Minnesota this fall.

We need someone who can help us with social media, press, and partner outreach. This individual would work with a brand strategist and creative director on shaping language and visuals for these purposes as well as weighing in on broader communications strategies. We would like to have someone grow with us, though we will set a contract just for the next few months as a starting place.

This specialist ideally has connection and passion for rural Iowa and/or Minnesota with state and/or regional perspective. Knowledge of best practices and experience in marketing and social media management is expected. Some experience in graphic design, basic editing and video/visual design for social media is ideal. We are committed to justice, equity, diversity, and inclusion (JEDI) moving from the inside-out. This means we seek JEDI practices internally, interpersonally, institutionally, and impact-ly. BIPOC & LGBTQ candidates encouraged to apply.

This specialist will work on Potions for Humanity plus Jonny Stax Creations, the development company incubating the project. They would serve as a contractor.

We imagine the work to include:

- Working with the creative director on press releases
- Outreaching to press and other media platforms for outreach to their audiences
- Managing and tracking press requests and coverage
- Developing and implementing social media calendar
- Developing social media content with support of creative director and brand strategist
- Managing social media interaction with audiences and connection with other influencers
- Packaging content and managing outreach to key partners
- Support in developing overall communications and brand strategy

This position will begin at 5-10 hours per week with more hours depending upon the strategy set and budgets available. The budget is modest as we are at the beginning of the project, and will be increased as we continue to secure funds.

To express interest, please send an email to assistant@jonnystax.com with the following:

- Experience and work samples
- Interest
- Availability
- How you would get started with us
- Compensation scale