



LAKE MINNETONKA HISTORICAL SOCIETY

Post Office Box 672
Wayzata, MN 55391-0672
952-474-2115
info@lakeminnetonkahistory.org
LakeMinnetonkaHistory.org

POSITION ANNOUNCEMENT

COMMUNICATIONS SPECIALIST

Posted: May 1, 2026

Application Deadline: May 31, 2026

Work Location: LMHS Research Archives, Wayzata, Minnesota, (hybrid work option possible)

Hours: Part-time, 20-25 hours per week. (Some weekends and evenings may be required)

Compensation: \$25.00-\$27.00 per hour, commensurate with experience and qualifications

To Apply: Please email a cover letter and resume to info@LakeMinnetonkaHistory.org

About the Lake Minnetonka Historical Society

The mission of the Lake Minnetonka Historical Society (LMHS) is to tell the story of Lake Minnetonka by collecting, preserving and sharing its history.

The Lake Minnetonka Historical Society is a volunteer-led, nonprofit organization formed in October 2023 through the consolidation of the Excelsior-Lake Minnetonka Historical Society, the Museum of Lake Minnetonka, the Wayzata Historical Society and the Westonka Historical Society. The new organization has one of the largest archival and three-dimensional collections of Lake Minnetonka history available in-person and online and maintains a Research Archives in Wayzata, as well as Museums in Excelsior, Mound and Wayzata.

The Society also shares the history of the lake through a variety of public programs and experiences, publishes and sells a number of books about the history of the area and is committed to returning its historic 1906 streetcar steamboat "Minnehaha" to active operation on Lake Minnetonka to continue her life as a floating museum.

About the Position

The Communications Specialist works with the Communications Committee and other LMHS committees to support the Society's mission by strengthening its brand, increasing awareness, and driving engagement in its programs, events and venues. This position also works to increase ticket and merchandise sales, as well as memberships and donations, through a strategically devised and implemented multi-channel communications strategy. The Communications Specialist plans and manages the Communications budget and reports to the LMHS Board of Directors.

Key Responsibilities

Strategic Communications & Branding

- Develop and implement a comprehensive marketing and communications strategy that aligns with the organization's mission and goals.
- Ensure consistent branding and messaging across all communication channels.

Content Development & Digital Engagement

- Support the Collections, Development, Merchandise, "Minnehaha," Museum and Public Program Committees by creating and managing content for print and digital communication vehicles, including the organization's website, social media, newsletters, email campaigns, brochures, signs, and other communications tools, working with LMHS' designer as needed.
- Create and manage editorial calendars to ensure timely, mission-aligned content delivery across all communications channels.

Media & Public Relations

- Coordinate media outreach, including press releases and interviews, while developing strategies to increase positive public exposure.
- Act as a press contact for LMHS, building and maintaining relationships with key press and media outlets, while supporting the Board President and others in media relations.

Fundraising Support

- Assist the Development Committee with the creation of fundraising and membership materials.

Analytics & Performance Tracking

- Monitor, analyze and report on website traffic, social media engagement, and email marketing performance to optimize communication strategies.

Minimum Qualifications

- Bachelor's degree (preferably in marketing or a related field) or equivalent experience
- Experience with both print and digital communication channels
- Excellent written and verbal communication skills
- Excellent computer skills
- Graphic design and artistic direction skills

Additional Qualifications & Skills

- Experience in professional communications within a nonprofit context
- An interest in local history
- Familiarity with software applications including Google Workspace, Microsoft Office, InDesign, Canva, Mailchimp, eventbrite, WordPress, Weebly, Wix, Meta Business Suite, Google Analytics
- A creative mindset coupled with technical skills to produce engaging visual and written content