



## MINNESOTA STATE

Human Resources

Your HR team for the system office

### **Job Class: MnSCU Academic Professional 6 – 20180611-1** **Working Title: Director of Marketing**

**Who May Apply:** Open to all qualified job seekers

**Date Posted:** 6/11/2018

**Closing Date:** 6/25/2018

**Hiring Agency/Seniority Unit:** Minnesota State - System Office/MAPE

**Division/Unit:** Marketing

**Appointment Type:** Unlimited, Full-time

**Work Shift/Work Hours:** Day Shift

**Days of Work:** M-F

**Travel Required:** Yes, occasionally

**Salary Range:** \$32.40 - \$48.17/hourly; \$67,672- \$100,579/annually

**Classified Status:** Unclassified

**Bargaining Unit/Union:** 214/MAPE

**Location:** St. Paul

**Connect 700 Program Eligible:** No

#### **Job Summary:**

This position acts as a system-wide marketing and branding expert and exists to provide advanced professional level consulting, advising, project management regarding branding strategies for Minnesota State, executing work, analyzing results and managing the paid media, print materials, photography, videography and events budgets. This position works to build the Minnesota State brand and communicating the value proposition that Minnesota State offers the public.

#### **Minimum Qualifications:**

**Resume must reflect all minimum qualifications. Please enter your experience in chronological order, including the month and year of employment.**

- Bachelor's degree in marketing or related field
- 4 years of professional marketing, brand and writing experience in large, complex, decentralized organizations
- Experience with paid media.



- Experience developing compelling messages for targeted audience
- Experience deploying social media tools to advance organizational objectives
- Demonstrated experience maintaining a work environment that respects and values differences and diversity
- Effective verbal communications skills sufficient to collect end-user requirements, facilitate meetings, and present to groups of 10 or more senior managers
- Demonstrated superior writing skills and range of writing experiences.
- Ability to write and edit copy for expression, organization, strategic intent, grammar style, word use and sentence structure for a wide range of writing assignments including presentations, speeches, press releases, talking points, articles, op-ed pieces, etc.
- Ability to weave social trends, nuances and language into writing, demonstrating an awareness and knowledge of Minnesota and the world at large.
- Familiarity with established and emerging uses of technology, including digital and social media.
- Ability to manage multiple marketing projects simultaneously from inception through execution and evaluation sufficient to create clear and attainable project objectives, build project requirements, oversee the cost, time and scope of projects, manage project constraints, and communicate progress and end results

## **Preferred Qualifications:**

- Advanced degree in marketing or related field.
- Experience in higher education.
- Project Management Institute (PMI) certification

## **Additional Requirements**

In accordance with the Minnesota State Colleges & Universities (Minnesota State) Vehicle Fleet Safety Program, employees driving on college/university business who use a rental or state vehicle shall be required to conform to Minnesota State's Vehicle use criteria and consent to Motor Vehicle Records check.

Other Information:

Employment information for this position can be found in its collective bargaining agreement or its plan document at <http://mn.gov/employee-relations/labor-Relations/Labor>.

## **Why Work for Us**

At Minnesota State we promote the ability for our employees to move within the Minnesota State system of Colleges and Universities, located throughout the State of MN. To learn more, please visit: [Work at Minnesota State!](#)

At Minnesota State, we have a GREAT BENEFITS PACKAGE! Our generous benefits include 11 paid Holidays, Vacation Time, Sick Time, six weeks of Paid Parental Leave, low cost medical and dental insurance with low deductibles, a Pension Plan, 457(b) and 403(b) retirement plans and other retirement investment options, pre-tax medical and dental expense (with roll-over option) and dependent care accounts, employer paid life insurance, short and long term disability, as well as professional development and a tuition waiver program for employees and their dependents, etc. We promote the health and well-being of our employees and take work/life balance seriously.

## How to Apply

- Please go NeoGov at <http://agency.governmentjobs.com/mnscuoochr/default.cfm>
- All application materials must be received by the Human Resources Department by 11:59pm on the date the position closes.
- Most job postings require that you attach a cover letter, resume and a transcript (if required in the minimum qualifications) to your online job Application. To attach a document;
  - click on Job Application
  - Scroll down to attachments; click on "Add Attachment (s).
  - In "File Description" give the document name.
  - Select the "Attachment type "from the drop down menu.
  - Next to "File" click on Browse and double left click on the document you wish to attach.
  - Click on Upload. There is a file size limit on each individual attachment
  - **Reminder**; when attaching a transcript please redact any of the following information items which appear on the transcript before you submit it. Social Security number, birth date, age, gender, and date of high school graduation. **Foreign transcripts** must include an official transcript evaluation which interprets equivalency to U. S graduate credits.
  - If you scan your transcript, please make sure that it is readable before you attach it to your application. If you do not submit your transcripts(s), you will not be considered.
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- **Important Notice** to applicants who previously applied to System Office or another higher education institution or government agency through Government Jobs.com/NEOGOV; If you included attachments to your previous application, the software may not recognize that you have attached the required documents, and may not allow you to submit your application to our posting. To remedy this;
  - In the first section of your application (Job Application) scroll down to Attachments;
  - Locate the desired attachment and click on Edit;
  - Select the Attachment type from the drop down menu, Click save.
  - Do the same for the other attachments.

## Contact

If you have questions about the position, contact Jessica White at [jessica.white@minnstate.edu](mailto:jessica.white@minnstate.edu) or 651/201-1845.

## Equal Employment Opportunity

Minnesota State Colleges and Universities is an Equal Opportunity employer/educator committed to the principles of diversity. We prohibit discrimination against qualified individuals based on their race, sex, color, creed, religion, age, national origin, disability, protected veteran status, marital status, status with regard to public assistance, sexual orientation, gender identity, gender expression, or membership in a local commission as defined by law. As an affirmative action employer, we actively seek and encourage applications from women, minorities, persons with disabilities, and individuals with protected veteran status.

Reasonable accommodations will be made to all qualified applicants with disabilities. If you are an individual with a disability who needs assistance or cannot access the online job application system, please contact the job information line at 651.259.3637 or email [careers@state.mn.us](mailto:careers@state.mn.us). Please indicate what assistance is needed.