Job Class: Information Officer 2 – Job Posting 37885
Working Title: Marketing and Communications Coordinator

Who May Apply: Open to all qualified job seekers
Date Posted: 12/30/2019
Closing Date: 1/13/2020
Hiring Agency/Seniority Unit: Minnesota State - System Office
Division/Unit: Academic and Student Affairs
Appointment Type: Unlimited, Full-time
Work Shift/Work Hours: Day Shift
Days of Work: M-F
Travel Required: Yes, occasionally for training, meetings and conferences
Salary Range: $21.30 - $30.93/hourly; $44,474 - $64,581/annually
Classified Status: Classified
Bargaining Unit/Union: 214 - MN Assoc of Professional Empl/MAPE
FLSA Status: Non-exempt
Connect 700 Program Eligible: Yes

Job Summary:

The position develops and manages communication systems for the Academic and Student Affairs division. This position plays a key role in driving innovative, practical, and achievable communications systems improvements. This includes creating web content strategies and online communications/marketing strategies. The incumbent also writes and/or edits internal and external correspondence, presentations, talking points, on a wide variety of topics of strategic importance to the Academic and Student Affairs division. Additionally, the person in this position creates and implements an annual strategic communications work plan.

This position exercises considerable judgment and discretion and must merit a high level of confidentiality and trust, as well as exceptional writing, editing, and organizational/time management skills.
Minnesota State is the largest single provider of higher education in the state. With 37 institutions, including 30 community and technical and seven state universities, Minnesota State serves 64 percent of the state’s undergraduate student population.

We employ more than 15,900 dedicated faculty and staff focused on student success. We provide essential training and specialized certification options for business, industry, and professionals throughout Minnesota.

The work location is in the heart of downtown St. Paul, right in the skyway system. Benefits include excellent low cost and low deductible health and dental insurance, retirement package, tuition waiver at Minnesota State institutions (after three years of employment) and flexible working hours.

Minnesota State System Office is proud to be a Minnesota Yellow Ribbon agency.

**Minimum Qualifications:**

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

- Associate of Arts degree and a minimum of 3 years of related experience in marketing, communications, web content management or event planning/promotion, or Bachelor’s degree in communications, journalism or related field and a minimum of 2 years of experience of related experience in marketing, communications, web content management or event planning/promotion.
- Project management experience, including the ability to prioritize, work independently under tight deadlines, synthesize complex ideas into clear and succinct writing, and respond to the needs of various stakeholders.
- Excellent proofreading and editing skills.
- Familiarity with Outlook email and calendaring.
- Proficiency in Microsoft Office, including Word, PowerPoint and Excel; SharePoint or similar collaborative environments; Twitter; and Facebook.

Minnesota State is unable to sponsor applicants for work visas. All applicants must be legally authorized to work in the US.

**Preferred Qualifications:**

- Experience in public policy, higher education or public administration preferred.
- Ability to write a compelling story.
- Working knowledge of the writing requirements for web/internet, social media and press.
• Expertise in web publishing software, document management systems, and other communication technologies. Familiarity with Cascade web content management system.
• Ability to speak effectively.
• Skill in preparing speeches and exhibiting material involving technical or otherwise complex subject matter.
• Familiarity with Adobe Design products

**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/mmb/employee-relations/labor-relations/Labor/](http://mn.gov/mmb/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!](http://mn.gov/mmb/employee-relations/labor-relations/Labor/)

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 ($35.04 per month single and $239.02 per month family) and dental insurance with low deductibles ($150 - $1500), 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**


Internal Applicants: Go to Self-Service/Careers.
Contact

If you have questions about the position, contact Jessica White at 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. Please indicate what assistance is needed.