Job Class: Information Officer 2–Job Posting 35664
Working Title: ITS Marketing and Experience Coordinator

Who May Apply: Open to all qualified job seekers
Date Posted: 9/16/2019
Closing Date: 9/30/2019
Hiring Agency/Seniority Unit: Minnesota State - System Office
Division/Unit: ITS
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
Classified Status: Classified
Bargaining Unit/Union: 214 - MN Assoc of Professional Empl/MAPE
FLSA Status: Non-exempt
Connect 700 Program Eligible: Yes

Job Summary:

This role will support the development, coordination, and execution of marketing, outreach, and experiential initiatives for the Minnesota State NextGen ERP Program – the project that will lead to a new technology landscape for all 37 colleges and universities in the Minnesota State system. The ITS Marketing and Experience Coordinator will manage the project marketing and communication plan; work with internal and external subject matter experts to develop, publish, and manage project marketing and communication in a wide variety of media; coordinate and execute project events throughout Minnesota; maintain the project’s SharePoint sites; manage the project’s email; and help to ensure that stakeholders have trust and confidence in the project.

The work location is in the heart of downtown St. Paul, right in the skyway system. Benefits include excellent health and dental insurance, retirement package, tuition waiver at Minnesota State institutions (after three years of employment), and flexible working hours.
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, communication, business, or a related field
- Three (3) years of experience in marketing, marketing/communication, or business
- Experience with web conferencing
- Experience editing copy for a variety of communication materials including emails, newsletters, FAQs, presentations, event signage, website content, and social media
- Experience with web content management or SharePoint
- Experience managing and executing a communication plan
- Event planning experience
- Demonstrated written communication skills sufficient to write, prepare, edit, and proof materials for a wide range of writing assignments including publications, web content, presentations, press releases, talking points, articles, op-ed pieces, etc.
- Effective customer service/human relations skills sufficient to interact with others in a professional, respectful, and efficient manner
- Strongly detail oriented to ensure that all details are accurate
- Technical proficiency with the Microsoft and Adobe Creative suites of products

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 marketing or marketing/communication in higher education
- Experience within the Minnesota State system of colleges and universities
- Change Management experience
- Basic ability with photography and videography
- Graphic design experience

Additional Requirements:

The successful candidate must submit to a background investigation prior to employment.

The background check may consist of the following components:

- SEMA4 Records Check (applies to current and past employees only)
- Criminal History Check
- Employment Reference Check
- Social Security and Address Verification
- Education Verification
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](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 ($32.48 per month single and $221.62 per month family) 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.

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

**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.