Job Class: Information Officer 3 (Job 51014)
Working Title: Director, Digital Communications

Who May Apply: Open to all qualified job seekers
Date Posted: 12/07/2021
Closing Date: 12/29/2021
Hiring Agency/Seniority Unit: Minnesota State - System Office/MAPE
Division/Unit: Minnesota State System Office / Marketing and Communications
Appointment Type: Unlimited, Full-time
Work Shift/Work Hours: Day Shift
Days of Work: M-F
Travel Required: Yes, occasionally for training and conferences
Salary Range: $24.63 - $36.12/hourly; $51,427 - $75,419/annually
Classified Status: Classified
Bargaining Unit/Union: 214 / MAPE
Work Area: Minnesota State System Office
FLSA Status: Non-exempt
Connect 700 Program Eligible: Yes

Job Summary:

A hybrid work schedule may be considered after the completion of the probationary period.

This position is responsible for managing the Minnesota State brand through digital channels including web, mobile, and social, including the content presented on MinnState.edu and Minnesota State social media channels. This position will monitor site traffic, ensuring the MinnState.edu website has intuitive navigation, engages target audiences, and elicits intended actions among site users. This position will create, design, organize, edit, and distribute visual and written digital content and assist others in creating and distributing digital content on behalf of Minnesota State. This position will lead web governance and development work, while continuously monitoring and improving the effectiveness of digital communications strategies, channels, and messages by measuring response and engagement against benchmarks across platforms through analytic tools, and regularly report on activity in order to influence marketing and communications decision-making within the organization.

The successful individual in this role must have strong communication, writing, and digital design skills, as well as extensive experience with content management systems, social
media tools, marketing analytics, and the ability to transition to emerging technologies. Responsible for developing and implementing web and social media strategies to convey the system’s key messages to various audiences, the employee will manage projects, and guide information architecture and website design in order to meet strategic marketing and communications goals. Responsible for highly visible aspects of Minnesota State, the employee must coordinate system-level digital communications as well as connect with campus-level digital media efforts in a way that provides the most user-friendly experience for a wide variety of stakeholders including students, prospective students, parents, alumni, donors, employees, legislators, and business and community partners.

About Minnesota State

Minnesota State is the largest single provider of higher education in the state. With 37 institutions, including 30 community and technical colleges and seven state universities, Minnesota State serves 64 percent of the state’s undergraduate student population.

We employ more than 14,800 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.

- Bachelor’s Degree in Communications, Marketing, Web Design, Writing, Project Management, or related field; and a minimum of three years’ experience in website writing/content management/design
- Strong written and oral communication skills, graphic design skills, consulting skills, ability to develop effective, collaborative relationships
- Proficiency with web content management systems, such as Cascade (preferred)
- Proficiency in setting up organization social media sites and actively engaging key audiences through effectively designed visual content
- Proficiency in using social media management monitoring systems such as Mention, Sprout Social, HooteSuite, etc.
- Proficiency in web analytics – including but not limited to Google Analytics
- Proficiency in computer programs such as Office 365, SharePoint, and the Adobe Creative Suite, including InDesign
• Proficiency with user-oriented design, including usability, user research, and accessibility
• Proficiency in search engine optimization
• Ability to develop and conduct training, focus groups and feedback gathering sessions
• Ability to manage time, operate efficiently, meet deadlines for all types of production, maintain multiple projects simultaneously, and deal with frequent interruptions.

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

Preferred Qualifications:

• Project management experience in a real-world setting
• Experience developing websites using user-centered design principles, responsive design techniques, and client-side user interface development, including experience with the Bootstrap CSS Framework, accessibility monitoring tools, modern HTML markup, XML/XSLT, JQuery/JavaScript, JSON and Velocity Script
• Master’s Degree in Communications, Marketing, Web Design, Writing, Project Management, or related field.

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 the Minnesota State 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 Minnesota. 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 ($37.74 per month single and $257.50 per month family) and dental insurance
with low deductibles ($250 - $1500), a Pension Plan, 457(b) and 403(b) retirement plans and other retirement investment options, pre-tax medical and dental expense (with rollover 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 Shawna Tienter at shawna.tienter@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.