



Job Class: Communications Specialist 1 – Job Posting #73823
**Working Title: NextGen Student Communications and
Community Coordinator**

Who May Apply: This posting is open all qualified job seekers.

Date Posted: 02/12/2024

Closing Date: 03/04/2024

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

Division/Unit: Academic and Student Affairs

Appointment Type: Unlimited, Full-time

Work Shift/Work Hours: Day Shift

Days of Work: Monday - Friday

Travel Required: No

Salary Range: \$24.92 - \$36.34/hourly; \$52,032 - \$75,877/annually

Classified Status: Classified

Bargaining Unit/Union: 214 – MN Assoc of Professional Empl/MAPE

FLSA Status: Nonexempt

[Connect 700 Program Eligible:](#) Yes

Job Summary

Telework is available and negotiated at the time of hire.

This role will support the development, coordination, and execution of marketing, communication, outreach, and community organizing initiatives for the Minnesota State ERP (NextGen) Student Project in coordination with Office of Change Management; manage the project marketing and communication plan; work with internal and external subject matter experts to develop, publish, and manage program marketing and communication in a wide variety of media; coordinate and execute NextGen Student events throughout Minnesota; maintain and update NextGEN student web and collaboration sites; manage community of practice convenings and connections; and help ensure that communities of practices and stakeholders have trust and confidence in the project.

Specific Duties Include:

- Manage project event coordination and publicity, to include: event planning; registration processes; culturally responsive and accessible resources; efficient onsite coordination or online facilitation of events; feedback collection, compilation, and analysis.
- Manage and coordinate the student project communication plan and communication/collaboration sites.
- Collaborate with project team members, internal subject matter experts, and external third-party partners to identify and track responsive marketing and communication needs.
- Collaborate with OCM Communications Team and Change Readiness Liaisons to develop, deliver, and evaluate effectiveness of marketing plans, materials, and communication.

Minimum Qualifications

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

- Associate Degree and three (3) years' experience in marketing, marketing communication or event/project management
- Experience writing and editing copy for a variety of communication materials
- Experience with web content or collaboration site management
- Project/organizational management or event planning experience
- Experience working with a diverse clientele including demonstrated commitment to equity and inclusion in learning and/or work environments
- Effective customer service/human relations skills sufficient to interact with others in a professional, respectful, and efficient manner

Preferred Qualifications

- Demonstrated commitment to Anti-racist marketing and communication strategies, specifically removing barriers that impact minoritized communities or achieving culturally relevant results
- Experience in higher education or related sector
- Experience within the Minnesota State system of colleges and universities
- Basic ability with photography and videography
- Basic graphic design experience
- Experience with HTML, Microsoft and Adobe Creative suites of products

- Experience with creating communications, documents, and resources that meet accessibility guidelines. Familiarity with Section 508 of the Americans with Disabilities Act, WC3 accessibility standards, and common accessibility tools such as WAVE from WebAIM, accessibility checkers (MS Word / Adobe Acrobat), and screen readers.

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 <https://www.minnstate.edu/system/working/relations.html>

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 our web page: [Working 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 (\$38.50 per month single and \$262.66 per month family) and dental insurance with low deductibles (\$400 - \$800), 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

External Applicants: Go to the State of MN's career site at <http://www.mn.gov/careers>

Internal Applicants: Go to Self-Service/Careers.

Contact

Shane Moore

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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 <mailto:careers@state.mn.us>. Please indicate what assistance is needed.

Minnesota State is an affirmative action, equal opportunity employer, and educator.