



**Job Class: MnSCU Academic Professional 6 – Job Posting JR0000001931**

## **Working Title: Director, Media Relations**

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

**Date Posted:** 03/10/2025

**Closing Date:** 03/31/2025

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

**Division/Unit:** Marketing and Communications

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

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

**Days of Work:** Monday – Friday, 8:00am – 4:30pm

**Travel Required:** No

**Salary Range:** \$39.34 - \$58.47/hourly; \$82,142 - \$122,085/annually

**Classified Status:** Unclassified

**Bargaining Unit/Union:** 217 – Commissioner’s Plan - Confidential

**FLSA Status:** Exempt

[Connect 700 Program Eligible:](#) No

### **Job Summary**

Telework availability and negotiated at the time of hire.

This position is a key member of the Marketing and Communications team with primary responsibility for defining, designing and implementing communications and public relations strategies and programs within the Minnesota State system to strengthen the reputation of Minnesota State and its 33 colleges and universities. In addition, this position serves as a spokesperson for Minnesota State, the main contact for media within the organization, and has the responsibility to provide timely assistance and communications counsel whenever needed, including beyond standard working hours.

Specific Duties Include:

- Strengthen the reputation of Minnesota State and its colleges and universities by developing, implementing, evaluating, and improving public relations and media

relation policies, strategies, practices, and action plans to increase awareness among key audiences.

- Establish, build, and maintain media relations with reporters and media outlets in order to effectively position Minnesota State as the most effective workforce development tool the state and its citizens have to ensure individual and community prosperity.
- Develop communication strategies and plans in collaboration with all 33 institutions to strengthen the reputation and support the objectives of the campuses and the system.

## Minimum Qualifications

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

- Ten (10) years of professional communication and writing experience in large complex, decentralized organizations, a Bachelor's degree in a related field (communications, English, journalism, etc.) would count as two (2) years towards this requirement.
- Demonstrated superior writing skills with a range of writing experiences, including the ability to write and edit various types of content (presentations, speeches, press releases, articles, blog posts, etc.) for expression, organization, strategic intent, grammar, style, and sentence structure.
- Experience developing compelling messages for target audiences and weaving societal trends, nuances, and language into writing, with an awareness of Minnesota and global contexts.
- Demonstrated sound news judgment, experience working with media, and effective verbal communication skills to facilitate meetings and present to groups of 10 or more senior managers.
- Familiarity with established and emerging uses of technology, and the ability to manage multiple projects simultaneously from inception through execution, communicating progress and end results.
- Ability to work under pressure, meet deadlines, respond to quick turnaround times, and exhibit political acumen with both internal and external stakeholders.
- Ability to work independently and as a team player.

## Preferred Qualifications

- Advanced degree in related field - communications, English, journalism, etc. Additional years of related experience considered in lieu of an advanced degree.
- Experience in Minnesota Chambers of Commerce, Rotary Clubs, business associations, community organizations, non-profit groups, policy/think tanks; etc.
- Experience in a college or university setting, philanthropy, public policy, non-profit organization, government, or public service.

## 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

Applicants not currently employed by Minnesota State can access the job posting and apply through: [https://minnstate.wd1.myworkdayjobs.com/Minnesota\\_State\\_Careers/job/St-Paul/MnSCU-Academic-Professional-6---Director--Media-Relations\\_JR0000001931](https://minnstate.wd1.myworkdayjobs.com/Minnesota_State_Careers/job/St-Paul/MnSCU-Academic-Professional-6---Director--Media-Relations_JR0000001931).

Internal Applicants: All current Minnesota State employees will need to log in to [Workday](#) to apply for this position. Employee should search for “**Browse Jobs – Employee**” in Workday via the search bar at the top to view the opening.

## 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.*