

**Minnesota State
Ridgewater College
Unclassified MMA Vacancy Notice
POSTING DATE: May 2, 2022**

Position: MnSCU Academic Supervisor 2
Working Title: Director of Marketing & Community Outreach
Location: Ridgewater College
The employer will determine the Permanent Work Location as Willmar MN or Hutchinson MN in conjunction with the accepted Job Offer

Bargaining Unit: MMA Bargaining Unit (216)
Employment Condition: Full -Time, Unlimited
Work Schedule: Monday – Friday – 8:00 am – 4:30 pm
Wage: \$29.74 per hour
PCN: 00760330

RESPONSIBILITIES:

This position is responsible for developing, managing and promoting the college's institutional brand and strategies for marketing, advertising, public relations, media relations, and program-specific marketing. The position also develops, manages and oversees community outreach activities to strengthen and maintain institutional relationships with key stakeholders. The person in this position must have extensive knowledge and experience in developing and implementing strategic marketing plans and campaigns; analyzing data and performance metrics; and understanding and identifying market segments. The position must have a comprehensive understanding of the College's programs and offerings to be able to accurately and persuasively represent and market the College to prospective students and others. This position will be expected to work collaboratively with employees, students and administration at Ridgewater College to achieve all position responsibilities. This position reports to the Vice President for Advancement & Outreach.

Note: This is a new position created by changes in the College's organizational structure. The current Director of Marketing, Recruiting and Communications role will be modified to focus on recruitment and communications. This new position will focus on marketing and community outreach, with the new hire working collaboratively with the Director of Recruiting and Communications and other internal and external stakeholders.

A detailed position description can be obtained from the Human Resource Office.

MINIMUM QUALIFICATIONS:

- Two-year degree in related field
- Three years of related work experience
- Demonstrated experience with developing and executing marketing and outreach plans and strategies
- Demonstrated ability to develop strong collaborative working relationships
- Demonstrated commitment to diversity, equity and inclusion and serving the needs of a culturally and educationally diverse community
- Demonstrated leadership abilities and public relations skills.
- Strong written, verbal and interpersonal communication skills, and organizational skills to effectively prioritize work duties and manage multiple tasks simultaneously.
- Proficiency with all Microsoft Office applications (including Word, Excel, Outlook and Powerpoint), and project management software sufficient to complete duties and manage workflows
- Demonstrated project management skills, including organization, delegation, collaboration and follow through
- Ability to read and interpret data to inform decision-making.
- Ability to prepare and effectively present reports to a variety of audiences.

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PREFERRED QUALIFICATIONS:

Other desired qualifications

- Bachelor's degree
- Experience in Higher Education or Minnesota State system, preferably at a community or technical college
- Knowledge of strategic enrollment management and planning within higher education.
- Experience with media/public relations
- Supervisory experience
- Experience in managing vendors and negotiating contracts

Application Procedure:

- Please apply online at <https://ridgewater.peopleadmin.com/postings/1622>

Applicants must include:

- Online Employment Application
- Resume
- Letter of Interest addressing the position qualifications
- Provide a diversity statement addressing past experiences and activities, and also future plans to advance diversity, equity, and inclusion.
- Unofficial copy of college transcripts (official copy will be required upon hire)
- A list of three professional references with contact information

ONLINE APPLICATIONS WILL BE ACCEPTED UNTIL POSITION IS FILLED

Applications received by 11:59pm on Monday, May 30, 2022 will receive priority review.

For further information please contact Jane Bohlson jane.bohlson@ridgewater.edu or 320-222-6075.

RIDGEWATER COLLEGE INSTITUTION INFORMATION:

EQUITY STATEMENT: Ridgewater College is committed to providing welcoming and inclusive campuses that value and respect the unique experiences, needs and contributions of individuals and groups from every background and identity to ensure that each student, employee and community member has a genuine opportunity for participation and success.

VISION: Ridgewater College is a student-centered educational leader focused on innovation, excellence and affordability.

MISSION: Ridgewater College empowers diverse learners to reach their full potential and enrich their lives through personalized and relevant education in an accessible, supportive, and inclusive environment.

GUIDING PRINCIPLES:

- Enterprising - We are future-focused, and change-oriented, developing creative solutions to challenges that maximize our institutional, system and local resources.
- Empowerment – We develop and empower employees to make decisions to best serve students and stakeholders.
- Excellence – We strive to exceed expectations in all that we do.
- Diversity, Equity, and Inclusion – We seek to understand and appreciate the needs and experiences of every individual and actively work to provide genuine opportunities for everyone to succeed and participate in college activities and processes.
- Trust and Respect – We are committed to developing a culture based in processes and behavior that create trust and respect among all stakeholders.

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GUIDING PRINCIPLES CONTINUE:

- Collaboration – We connect and work together to achieve common goals while respecting needs and interests of stakeholders.
- Curiosity and Creativity – We constantly strive to understand, learn, change, and improve.
- Accountability – As individuals and groups, we willingly accept and take ownership of our successes and failures.

RIDGEWATER'S COMMITMENT TO EQUITY AND INCLUSION:

<https://www.ridgewater.edu/about/mission-vision-guiding-principles/>

DIVERSITY AND EQUITY PLAN:

<https://www.ridgewater.edu/about/college-governance/diversity-equity/>

NOTICE: In accordance with the Minnesota State Colleges and Universities (MnSCU) Vehicle Fleet Safety Program, employees driving on college/university business who use a rental or state vehicle shall be required to conform to MnSCU's vehicle use criteria and consent to a Motor Vehicle Records check.

NOTICE: 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.

The employee should demonstrate a knowledge of and interest in diverse cultures and populations. All applicants must be able to lawfully accept employment in the United States at the time of employment. For TTY, call Minnesota Relay Service at 7-1-1- or 1-800-627-3529.

Ridgewater College is an Equal Employment Opportunity Employer
A MEMBER OF THE MINNESOTA STATE SYSTEM

A Member of HERC Higher Education Recruitment Consortium www.uppermidwestherc.org