



Vacancy Notice

Position: Director of Recruiting & Communications

Starting Wage Range: \$36.72 – \$49.13/hour (DOQ/E)

Location: Home Campus (or permanent work location) – Willmar or Hutchinson -- to be determined upon hire; limited remote/telework is available.

Work Schedule: Full Time / M – F / 8:00am – 4:30pm

About the Role:

Are you passionate about communication, education, and students? Are Oxford commas and puns part of your vocabulary? Do you enjoy leading, inspiring, and engaging with others, whether it's a creative team or a student tour group? If so, our Director of Recruiting and Communications may be for you!

At Ridgewater College, the Director of Recruiting and Communication oversees prospective student recruitment activities, communication plan development, and execution of creative strategy and special events. It's a role that allows you to be innovative while making an impact and helping students find their futures. You'll be part of a dynamic team that supports one another across our campuses in Willmar and Hutchinson. Your team includes admission engineers, data wizards, marketing masterminds, and digital magicians. You'll also have support from colleagues across our student services, academic, and administrative departments.

What You'll Do:

- Lead, supervise, and direct a team of seven mission-driven individuals
- Design, execute, and manage strategic communication plans for future and accepted Warriors, employees, crisis situations and external communications
- Oversee the planning, writing, graphic design, and production of all communication materials
- Manage the recruiting team and supervise the planning and implementation of special events, including college fairs and campus visit days
- Partner with the Director of Marketing and Community Outreach to execute the college marketing plan and support community outreach activities
- Build and manage relationships with media, community organizations, college employees, and others
- Supervise the development and maintenance of the College's external website and social and digital media strategies
- Plan and manage a comprehensive recruiting and admissions communication cycle, including writing content for CRM communications
- Collaborate with the Director of Student Success to support the new student orientation and registration process and execute student experience communication plans

Minimum Qualifications:

- Bachelor's degree in a related field
- Three (3) years professional work experience in a related field.
- Exceptional written, verbal and interpersonal communication and public relations skills, and experience developing and presenting effective and meaningful presentations and reports
- Knowledge of the new student recruitment process
- Exceptional time, project management and organizational skills including the ability to effectively prioritize work duties to meet external and internal deadlines, delegate when appropriate, and manage multiple projects simultaneously
- Proficiency with Microsoft Word, Excel, PowerPoint, as well as social media and web tools
- Experience with development and implementation of strategic communication plans content/messaging creation for social and print media marketing materials

Additional Desired Qualifications:

- Master's degree
- Experience in higher education, preferably at a community or technical college
- Supervisory experience and demonstrated ability to provide team leadership and develop collaborative working relationships
- Vendor and contract management experience
- Experience developing and managing budgets
- Knowledge or experience with customer relationship management (CRM) software

For a copy of the full Position Description or to inquire about this position, please contact:

Kelly Magnuson, Vice President of Advancement & Outreach

(320) 222-6094 or kelly.magnuson@ridgewater.edu

Benefits

The State of Minnesota offers a variety of benefits designed to support your skills and career development, and provide you with the tools and resources for a healthy personal life.

Our exceptional benefits balance four key elements that make life and work meaningful: health and wellness, financial well-being, professional development, and work/life balance. These benefits, along with your salary, make up your total compensation. Benefits available* include:

- Medical and dental plans
- Generous vacation, holiday, and sick days
- Prescription drug coverage
- Health care spending and savings accounts
- Employee Assistance Program (EAP)
- Wellness programs and resources
- Convenience clinics
- Public pension plans
- Deferred compensation plan
- Health care savings plan
- Life, short and long-term disability, and AD&D insurance
- Credit union memberships
- Employee Assistance Program (EAP)

*Programs, resources, and benefits eligibility varies based on type of employment, agency, funding availability, union/collective bargaining agreement, location, and length of service with the State of Minnesota.

Apply online at <https://ridgewater.peopleadmin.com/postings/1675>

Applicants must include the following with the online application:

- Cover letter and resume
- 2-3 professional writing samples
- A diversity, equity & inclusion (DEI) statement addressing past experiences and activities, and also future plans to advance DEI
- 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 11:59 pm on Sunday January 29th will receive priority review.

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.
- **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/>

Bargaining Unit Information:

MMA Bargaining Unit (216)

MnSCU Academic Supervisor 3 (Unclassified MMA)

Employment Condition: Full-Time, Unlimited

Work Schedule: 8:00 a.m. – 4:30 p.m. M-F

PCN: 00759080

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

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