



Minnesota State

VACANCY NOTICE

**Web and Digital Media Content Coordinator
*Information Officer 2***

Salary Range: \$47,899 - \$69,530 (DOE/Q)

Location: Permanent work location (Willmar or Hutchinson) to be determined upon hire.

Hybrid/Telework: Limited telework is available.

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

About the Role

Are you passionate about digital media, education, and students? Do you enjoy crafting compelling content to drive engagement and meet organizational goals? Do you enjoy being creative, collaborating with a team, organizing, and working in a fast-paced environment? If so, our Web and Digital Media Content Coordinator role may be a perfect fit for you!

At Ridgewater College, the Web and Digital Media Content Coordinator is responsible for website, social media, and other digital media content. It's a role that allows you to be creative and 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 collaborate with colleagues across our student services, academic, and administrative departments.

What You'll Do

Create, coordinate, and manage website, social media, and other digital media content to achieve the College's goals:

- Act as primary content creator, coordinator, and editor for websites and social media channels.
- Create and maintain content and events calendar.
- Ensure the college digital channels visual continuity meets the college's brand identity guidelines.
- Maintain content input/management procedures for all website and social media project requests.
- Maintain content library and develop and execute an annual plan to review and update

web content.

- Assist in determining priorities for developing, planning, and executing college website initiatives.
- Help design, coordinate, and implement enhancements to the website (layout, design, content navigation and overall image of site).
- Support Ridgewater College IT and external vendors to administer and utilize ongoing user research and other web and digital analytic tools and resources.

This position works directly with people from diverse racial, ethnic, and socioeconomic backgrounds and fully supports the College's commitment to equity and inclusion.

MINIMUM QUALIFICATIONS:

- Associate degree in a related field with a minimum of three years of experience in digital media and website management, content development, and user experience;
- Proficient with implementing and managing digital media campaigns;
- Proficiency with content management systems such as WordPress;
- Proficiency in computer programs such as Adobe Creative Suite and Microsoft Office;
- Strong written and oral communication skills, consulting skills, ability to develop effective, collaborative relationships, particularly with faculty, staff, and students;
- Ability to manage time, operate efficiently, meet deadlines for all types of production, maintain multiple projects simultaneously, and deal with frequent interruptions; and
- Strong customer service skills and orientation.

Additional Desired Qualifications:

- Bachelor's or graduate studies in digital media, Web Design, Interaction Design, or related field;
- Commitment to principles of diversity, equity, and inclusion and experience working in a multi-ethnic and multi-cultural environment;
- Proficiency in content scheduling and management software (ex.: Hootsuite);
- Proficiency in web analytics tools and web-based coding such as HTML, PHP, or equivalent;
- Experience and knowledge in Search Engine Optimization best practices;
- Ability to develop and conduct training, focus groups and feedback gathering sessions;
- Experience working in a SharePoint environment; and
- Experience working in a higher education setting.

*For a copy of the full Position Description or to inquire about this position, please contact:
Katie Kleinhuizen, Director of Marketing & Community Outreach / Phone 320-222-6085 or
Katie.kleinhuizen@ridgewater.edu*

Application deadline:

Online applications will be accepted until the position is filled.

Applications received by **11:59 pm on Monday, April 3, 2023**, will receive priority review.

Apply:

You must go to www.mn.gov/careers to apply, search for Job ID 63853.

If you are a current Ridgewater Employee, you must apply as a Current Employee on the Careers website. You will be directed to State of Minnesota Self Service where you will need your state of Minnesota ID and password to login. From My Homepage, you will select the Careers option. If you are unable to apply online, please contact the job information line at 651.259.3637.

For additional information about the application process, go to www.mn.gov/careers.

Applicants are recommended to include the following:

- Cover letter and resume
- A diversity, equity & inclusion (DEI) statement addressing past experiences and activities, and also future plans to support DEI efforts
- Unofficial copy of college transcripts (official copy will be required upon hire)
- A list of three professional references with contact information

RIDGEWATER COLLEGE INSTITUTION INFORMATION

EQUITY COMMITMENT: 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.

DIVERSITY AND EQUITY PLAN:

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

Bargaining Unit Information:

MAPE Bargaining Unit (214)

Information Officer 2 (Classified MAPE)

Employment Condition: Full-Time, Unlimited

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

PCN: 01114479

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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