



RIDGEWATER

COLLEGE

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Ridgewater College Posting A Minnesota State College

Marketing & Communications Assistant

Full-time, Unlimited AFSCME Vacancy Notice

Posting Date: 11/20/2024

Ridgewater College is seeking a Marketing & Communications Assistant. This role is important in supporting the marketing, communications, and recruiting efforts of the college. This position involves a diverse range of administrative tasks, including managing purchase orders, processing invoices, maintaining budget tracking documents, and organizing media outreach.

Classification: Office & Administrative Specialist- Intermediate (OAS-I)

Campus: Willmar

Bargaining Unit: AFSCME, 206

Employment Condition: Unlimited, Full-time

Classified Status: Classified

Work Schedule: Monday- Friday, 8:00AM-4:30PM

Work Area: Student Services

Wage: \$20.45- \$27.12

PCN: 00759990

Job Summary

The Marketing & Communications Assistant plays an important role in supporting the marketing, communications, and recruiting efforts of the college. This position involves a diverse range of administrative tasks, including managing purchase orders, processing invoices, maintaining budget tracking documents, and organizing media outreach. The Assistant is responsible for editing and proofreading various communication materials, managing inventory of print materials, making updates to the college website, and managing the distribution of marketing collateral, press releases and advertising copy. Additionally, the role provides administrative support for college events and recruitment activities.

Utilizing the Slate CRM system, the Marketing & Communications Assistant ensures the efficient production and processing of daily communications to prospective and accepted students, aligning with the college's enrollment goals. The Assistant also provides administrative support as needed to the VPAO and CFO.

WILLMAR CAMPUS

2101 15th Ave NW

Willmar, MN 56201

320-222-5200 | 1-800-722-1151

FAX 320-222-5212

HUTCHINSON CAMPUS

2 Century Ave SE

Hutchinson, MN 55350

320-234-8500 | 1-800-722-1151

FAX 320-234-8512

www.ridgewater.edu

A member of Minnesota State.
Ridgewater College is an affirmative action, equal opportunity employer and educator.
This document is available in alternative formats to individuals with disabilities upon request.

PRINCIPLE RESPONSIBILITIES AND RESULTS

1. Provides administrative support to the supervisor, team, VP and college for all marketing, communications, and recruiting related campaigns, promotions, projects, events and general department operations.
2. Utilizes Slate CRM to produce and process the daily communications to be mailed to prospective and accepted students per the Communication Plan which supports the college's enrollment goals.
3. Other duties as assigned.

Minimum Qualifications *(required skills to enter the job; must be identified on application materials)*

- Skill in word processing sufficient to prepare, edit, and finalize emails, memos, reports, and/or other documents and types of written communication that are grammatically correct, in proper format, and free of spelling errors
- Skill in using business grammar, spelling, and punctuation to write, develop and edit reports, letters, procedures, presentations, and other documents
- Knowledge of customer service practices and principles sufficient to identify each customer's needs, meet quality standards for services, that result in customer satisfaction
- Skill in data entry sufficient to maintain accurate records and reports
- Ability to perform administrative support work for a work unit's expense and budget administration
- Ability to review, edit, and proofread content which may include texts and graphics for final desktop and website publishing

Preferred Qualifications *(desired but not required)*

- Associate's degree
- Demonstrated attention to detail for ensuring accuracy in budget tracking, data management, and the creation of marketing collateral
- Strong written and verbal communication skills and interpersonal skills
- Strong time management and organizational skills to manage multiple tasks, maintain detailed records, and prioritize tasks effectively
- Project management skills
- Demonstrated proficiency in the Microsoft Office Suite (including Outlook, Word and Excel) and Design Software such as Adobe InDesign, Photoshop, or Illustrator
- Experience with CRM Systems, preferably Slate
- Experience working in higher education (preferably at a 2-year community or technical college)
- Experience with Workday
- Experience with WordPress or similar website platform

How to Apply

Apply online at https://minnstate.wd1.myworkdayjobs.com/Minnesota_State_Careers/job/RIDG---Willmar-Campus/Marketing---Communications-Assistant_JR0000001059.

Online application deadline is 11:59PM on December 10, 2024.

Why Work For Us

GREAT BENEFITS PACKAGE! Minnesota State offers a comprehensive benefits package including:

- 11 paid holidays each year
- Medical Insurance (Single Coverage \$39.66 per month and Family Coverage is \$270.54 per month)
- Dental Insurance (low deductibles)
- Paid Parental Leave (six weeks)
- Employer paid life insurance
- Short and Long Term Disability
- Pre-tax Flexible Spending Accounts (Medical and Dependent Care)
- Retirement Plan
- Tax-deferred Compensation
- Generous vacation and sick leave

Additional Requirements

In accordance with the Minnesota State Colleges & 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.

Other Information

Employment information for this position can be found in its collective bargaining agreement or its plan document at <http://mn.gov/mmb/employee-relations/labor-relations/Labor/>.

Contact

If you have questions about the position, contact Felicia Telecky at felicia.telecky@ridgewater.edu or 320-234-8534.

Institution Information

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.

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

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.

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 careers.mmb@state.mn.us. Please indicate what assistance is needed.