



RIDGEWATER

COLLEGE

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Ridgewater College Posting

A Minnesota State College

Graphic Design & Social Media Content Specialist

Full-Time, Unlimited MAPE Vacancy Notice

Posting Date: 10/16/2026

This dual-focus position serves as the college's production graphic designer by producing digital publications, displays, signage, and marketing materials, while also acting as the primary organic digital storyteller through the creation and scheduling of organic videos, photo, and social content.

Classification: Communications Specialist 1

Campus: Hutchinson & Willmar (*Chosen upon hire*)

Bargaining Unit: MAPE, 214

Employment Condition: Full Time, Unlimited

Classified Status: Classified

Travel Required: Yes, 30%

Work Schedule: Monday – Friday, 8:00 a.m. – 4:30 p.m.

Wage: \$26.89 - \$39.22/per hour :: \$56,146 - \$81,891/ annually (*dependent upon experience*)

PCN: 01155733

Job Summary

Under the strategic direction of the Director of Recruiting and Communications and the Director of Marketing, the Graphic Designer & Social Media Content Specialist develops, produces, and coordinates internal and external visual and digital materials to increase brand awareness of Ridgewater College and support student recruitment. This dual-focus position serves as the college's production graphic designer—producing digital publications, displays, signage, and marketing materials—while also acting as the primary organic digital storyteller. The Specialist is responsible for the creation and scheduling of organic videos, photo, and social content (with an emphasis on TikTok and Instagram). By combining creative layout expertise with agile mobile content editing and curation, this position ensures a cohesive visual identity across print and digital platforms.

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 & DUTIES

1. Graphic Design & Production (this role focuses on the technical and creative execution of materials)
2. Brand Coordination & Asset Management
3. Social Media Content Creation & Coordination
4. Other Duties as assigned

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

- Minimum of 2 of professional experience in graphic design and layout production for both print and digital mediums. An associate degree can substitute as 6 months of professional experience and a bachelor's degree can substitute as 1 year of professional experience.
- Proficiency in industry-standard design tools (such as Adobe Creative Cloud) and collaborative platforms like Canva.
- Demonstrated experience creating organic, mobile-first, short-form vertical video and photography specified tailored for platforms like TikTok and Instagram.
- Proficient with mobile and desktop video editing applications (e.g., CapCut, PremierPro) to quickly package raw footage and assets.
- Knowledge of digital accessibility requirements and how to design compliant visual materials.

Preferred Qualifications *(desired but not required)*

- Bachelor's degree in graphic design or digital media.
- Prior experience working in a marketing, communications, or recruiting department within a higher education institution or a community/technical college.
- Proven ability to function as a "content hub" – curating, editing, and packaging raw photos, b-roll, and updates submitted by other stakeholders.
- Strong technical knowledge of professional printing terminology, preparing layout specifications, and reviewing/approving printer proofs.
- Experience tracking, evaluating, and translating organic social media metrics (engagement, follower growth, view-through rates) into streamlined monthly performance snapshots for leadership.
- Experience serving as a primary brand voice, managing platform permissions/passwords securely, and collaborating cross-functionally to ensure cross-platform visual consistency.

Job Requirement:

- Ability to work a flexible schedule, including some nights and weekends.

How to Apply

Apply online at:

https://minnstate.wd115.myworkdayjobs.com/Minnesota_State_Careers/job/Hutchinson/Graphic-Design---Social-Media-Content-Specialist_JR0000005940

To be considered for this position, applications must include:

- Resume
- Design Portfolio / Examples of work

Online application deadline is 11:59PM on November 5, 2026.

Why Work For Us

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

- 11 paid holidays each year
- Medical Insurance (Single Coverage \$48.94 per month and Family Coverage is \$333.91 per month)
- Dental Insurance (low deductibles; single coverage \$14.50 per month and family coverage is \$61.86 per month)
- 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

Ridgewater College is currently unable to sponsor work visas or green card applications due to regulatory complexity, budget constraints, and alignment with our current hiring strategy. Applicant must be legally authorized to work in the US at the start of employment.

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

Ridgewater College 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 human resources representative at (320) 234-8534 or email felicia.telecky@ridgewater.edu. Please indicate what assistance is needed.