Director of Marketing and Communications
Unlimited, Full-time
(MAPE Information Officer 3)

Job ID: 43212                                      Posting Date: January 7, 2021

JOB DUTIES:
The director of marketing and communications is responsible for the ongoing development and management of the college’s multimedia public information communication system designed to create public awareness of the goals, needs, operations, and effectiveness of the mission, programs, and opportunities at Fond du Lac Tribal and Community College. The position provides leadership and advises college administration, staff, and faculty in public relations, advertising, and marketing planning initiatives to promote the college as a leader in tribal and state higher education. Some responsibilities include:

- Develop and administer a comprehensive marketing plan for publicizing the college, its academic programming, campus opportunities, and student activities and accomplishments.
- Develop and coordinate the college’s communication efforts.
- Develop and maintain a social media strategy that aligns with the college’s strategic marketing plan to enhance recruitment, enrollment, and retention efforts.
- Manage and support existing promotional events and develop ideas for new events.
- Direct development and supervise management of the college web site.
- Prepare and monitor annual budget for assigned areas.
- Perform other duties as assigned to ensure the smooth functioning of the department and maintain the reputation of the organization as a viable business partner.

Due to the current pandemic, this position may work 40 or more hours per week through a combination of on-campus work and telework.

SHIFT: Full-year position, 40 hrs/week

MINIMUM QUALIFICATIONS:
- Bachelor’s degree in a marketing program, business administration, or related field; or an equivalent amount of education and applicable professional work experience
- Three or more years of experience, in marketing, public relations, or comparable department
- Must possess exceptional interpersonal, verbal, and written communication skills. Excellent writing, editing, and proofreading skills are essential
- Excellent organizational skills including the ability to prioritize and manage multiple and competing priorities
- Experience working with local, regional, and/or national news media representatives
- Must possess knowledge of current technology as related to marketing and social media trends and the ability and desire to learn emerging technology
- Ability to perform basic photography and videography, and editing skills
- Able to analyze, understand, and interpret research data related to marketing, advertising, and student enrollment
- Proficient computer skills, including Microsoft Office
- Valid driver’s license
- Ability to work irregular schedules, including early mornings, evenings, weekends, holidays, etc.
- Ability to work independently with minimal direction
- Experience preparing and monitoring budgets; familiar with standard operating practices
- Experience working with Native American students or others with diverse backgrounds
PREFERRED QUALIFICATIONS:
- Master’s degree in related field
- Experience working in higher education
- Experience working with tribal media representatives
- Understanding of government affairs in the legislative process
- Knowledge of US Department of Education rules and regulations, the Family Educational Rights to Privacy Act (FERPA), and the Minnesota Government Data Practices Act (MGDPA)

APPLICATION PROCEDURE:
Apply online at www.mn.gov/careers/ and search for Job ID #43212. Mailed applications/resumes will not be considered. Questions about the position may be directed to Anita Hanson at anita.hanson@fdltcc.edu.

DEADLINE TO APPLY: Monday, February 1, 2021; Priority will be given to those who apply before January 18, 2021

Notice: In accordance with the Minnesota State’s Vehicle Fleet Safety Program, employees driving on college business who use a rental or state vehicle shall be required to conform to Minnesota State’s vehicle use criteria and consent to a Motor Vehicle Records check.

Fond du Lac Tribal and Community College is a member of Minnesota State and is an affirmative action, equal opportunity employer and educator committed to the principles of diversity. We actively seek and encourage applications from women, minorities, persons with disabilities, and individuals with protected veteran status.

This document is available in alternative formats to individuals with disabilities. Consumers with hearing or speech disabilities may contact us via their preferred Telecommunications Relay Service.