

Minnesota State University Moorhead is committed to diversity in its programs and activities, and actively seeks to hire persons who share in that commitment.

POSITION:

Web Communications Strategist

CLASSIFICATION AND SALARY:

MSUAASF Range C: \$38,747 - \$48,945 (midpoint)

DATE OF APPOINTMENT:

November 16, 2009, or as negotiated

QUALIFICATIONS AND EXPERIENCE:

Required:

- Bachelor's degree in public relations, communications, marketing, business, information systems or related field.
- 5 years experience in creating, developing, and managing web strategies and corresponding web-based projects, preferably in an environment with diverse internal and external constituents.
- Advanced writing and editing ability/skills to produce original content.

Preferred:

- Experience in facilitating groups to create web content and design end-user experience.
- Demonstrated "financial literacy" and budget management.
- Experience in web metrics and measurements of outcomes.
- Experience with marketing, branding, graphic identity standards, communications, public relations, internal communications, publications and database systems.
- Demonstrated ability to prioritize, plan, organize and manage projects and resources, using accepted project management processes.
- Demonstrated ability to work successfully with persons of diverse backgrounds, including a sensitivity to their needs and concerns.

RESPONSIBILITIES:

- Use research and best practices to create a web-based strategy and plan that aligns with user needs and overall marketing strategy for the University.
- Plan web communications strategy and annual plan by working with Director of Marketing and the Director of Information Technology to develop and maintain long and short term web projects; ensure the web-based plan aligns with MSUM's strategic plan and marketing plan.
- Coordinate web planning and prioritization with key partners, including Information Technology, Marketing, Admissions/Enrollment, Foundation, Athletics, Academic Affairs, etc.
- Manage web-based projects using disciplined project management process, to optimize efficient flow of simultaneous projects. Incorporate multidisciplinary team members as appropriate.
- Assist marketing staff, as needed, in other projects—advertising, publications, public relations, sales process, marketing communications, database marketing, etc.
- Ensure web graphics and design, align with marketing strategies, branding/positioning goals, and graphic identity standards for the University.

APPLICATION INFORMATION AND DEADLINE:

Screening of completed applications will begin October 19, 2009. Applications must include: A letter of interest specifically addressing qualifications for the position; resume; a completed MSUM standard application form; unofficial copies of undergraduate and graduate transcripts; and a list of three to five current references that includes mailing address, email address, daytime phone number.

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.

See <http://www.mnstate.edu/vacancy/standappform.htm> for a link to the MSUM Standard Application and the Supplemental Personnel Data for Affirmative Action Recruitment forms. The successful candidate must provide official transcripts of all academic work completed and, under U.S. Citizenship and Immigration Services regulations, be able to accept work in the U.S. by the day employment begins.

APPLY TO:

Pat Staples, Director of Marketing, Search Committee Chairperson, Minnesota State University Moorhead, 1104 7th Avenue S., Moorhead, MN 56563
Telephone: 218-477-2926, Fax: 218-477-5093, Visit <http://www.mnstate.edu/vacancy/unclassified.htm> for further details.

- Persons writing letters of reference should be advised of Minnesota's open records law, which allows for letters to be available to applicants upon request.
- Minnesota State University Moorhead is an equal opportunity educator & employer and is a member of the Minnesota State Colleges & Universities System. This information will be made available in alternate format, such as Braille, large print or audio cassette tape, upon request by contacting Disability Services at 218.477.2131 (voice) or 1.800.627.3529 (MRS/TTY).

THE UNIVERSITY

Our mission: "We develop knowledge, talent, and skills for a lifetime of learning, service, and citizenship."

Established in 1887, Minnesota State University Moorhead's 199-acre campus is located in Moorhead, Minnesota, in the heart of the Red River Valley.

MSU Moorhead offers 74 undergraduate majors with 96 different emphases and options, 16 pre-professional studies programs, and 13 graduate degree programs. Included in our majors are 32 areas of teacher licensure preparation. Our professional programs are grounded in the liberal arts, designed to provide a broad base of knowledge and cultural themes.

MSUM enrolls approximately 7,500 students from 41 states and 49 countries. In addition, MSUM is part of the Tri-College University, an educational consortium that includes Concordia College, a private college in Moorhead, and North Dakota State University in adjacent Fargo, North Dakota.

To learn more about MSU Moorhead, please visit the Web site: www.mnstate.edu

THE COMMUNITY

Moorhead and Fargo are central to a thriving regional center with a population of 174,367 for the Metropolitan Statistical Area (2000 Census), a 13.7 percent increase from 1990. The metro ranks 6th highest on Labor Force Participation Rate, 6th lowest on Average Travel Time to Work (minutes) and has the 40th lowest Median Age. Higher education is a major community enterprise, with more than 25,000 students contributing to an atmosphere rich in arts, culture, sports and social activities. The cities enjoy a major concert venue; university, independent and community theatres; symphony orchestra; jazz concerts; annual film festival; civic opera; art galleries and museums; and numerous family attractions and events.

Moorhead public schools serve 5,442 students in an area recognized for superior student academic achievement and far-reaching extracurricular activities. Moorhead schools are all new or totally remodeled. For the past 15 years, Fargo public schools have earned the **What Parents Want Award** from SchoolMatch. Fargo schools ranked in the top 17 percent in the nation (Gold Medal) in a 2004 report published by *Expansion Management* magazine, and have been selected as one of the **Best 100 Communities for Music Education** in the country.

Hector International Airport is served by Northwest Airlines, Allegiant Air, Delta Airlines and United Express and provides non-stop jet service to/from Chicago, Phoenix-Mesa, Las Vegas, Orlando, Minneapolis and Denver.

The Fargo Moorhead community is ranked among the best places in the country to live, work, attend school and conduct business. Recent community accolades:

- Ranked 8th out of **25 Best Markets to Find a Job**. (MSN and CareerBuilder.com, October 2008)
- Named the **5th Healthiest Place to Live and Retire in America**. (*AARP The Magazine*, September/October 2008)
- Listed 46 on the **Best U.S. Cities for Doing Business**. (Inc.com, July 2008)
- Ranked 88 in *Money* magazine's top **100 Best Small Cities** in the nation. (July 2008)
- Named **One of the Cleanest Cities in America**. (American Lung Association's State of the Air: 2008 report)
- Placed 24 in *Fortune Small Business* magazine's top **100 Best Places to Live and Launch a Business**. (April 2008)
- Named one of the **10 Most Affordable Places to Live and Work**. (*MSN Real Estate*, March 2007)

- Ranked in the **Top 100 Metropolitan Areas** based on the community's long-term ability to consistently grow in size and quality. (POLICOM Corporation's 2007 Economic Strength Rankings)

- Listed 4th on the **Best Small Metro Areas for Business and Careers**, marking the fifth consecutive year Fargo Moorhead has made the top five in the category. (*Forbes* magazine, April 2007)

- Minnesota placed 2nd and North Dakota 7th in the KIDS COUNT ranking of U.S. states for child well being. (The Annie E. Casey Foundation, July 2007)

NINE-MONTH FACULTY APPOINTMENTS

Along with all other Universities that are part of the Minnesota State Colleges and Universities System, standard faculty appointments are for 168 duty days distributed over any nine consecutive months. The nine months need not align with the traditional academic year and may be changed every two years. Initial faculty appointments at MSU Moorhead are expected to be similar to or the same as the academic year unless otherwise indicated on the vacancy notice.

NONDISCRIMINATION

Minnesota State University Moorhead is committed to a policy of nondiscrimination in employment and education opportunity. No person shall be discriminated against in the terms and conditions of employment, personnel practices, or access to and participation in, programs, services, and activities with regard to race, sex, color, creed, religion, age, national origin, disability, marital status, status with regard to public assistance, or sexual orientation. In addition, discrimination in employment based on membership or activity in a local commission as defined by the law is prohibited. Inquiries regarding compliance should be referred to Barb Seiler, Affirmative Action Officer/Title IX Coordinator, Owens 214B, 218.477.2229 (Voice).

REQUEST FOR REASONABLE ACCOMMODATION

It is the policy of Minnesota State Colleges and Universities to provide reasonable accommodations to job applicants with disabilities when such accommodations are directly related to competing for a job on an equal basis.

Applicants having special needs which require accommodation should contact Edward L. Choate, Human Resources Director, Owens 210C, Minnesota State University Moorhead, Moorhead, Minnesota 56563, 218.477.2066 (Voice). For TTY communications, contact the Minnesota Relay Service at 1.800.627.3529.

AVAILABILITY OF MINNESOTA STATE UNIVERSITY MOORHEAD ANNUAL CRIME REPORT

Minnesota State University Moorhead Annual Security Report is directly available at: <http://www.mnstate.edu/security/annualcrime.cfm> or through our website at: <http://www.mnstate.edu/security/patrol.cfm>. I encourage all prospective students, employees, and visitors to familiarize yourself with the information and policies contained in the report.

The report contains statistics for the previous three years concerning reported crimes that occurred on campus: in certain off-campus buildings or property owned or controlled by Minnesota State University Moorhead; and on public property within, or immediately adjacent to and accessible from, the campus. The report also includes institutional policies concerning campus security, such as policies concerning sexual assault, and other matters. You can obtain a free copy of this report by contacting Michael Parks, Director of MSUM Security at 218.477.2449 or at parks@mnstate.edu.

Vacancy Notice



A member of the Minnesota State Colleges & Universities System

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