Marketing & Communications Specialist, Senior - Marketing & Communications

Date: Jun 30, 2021

Location: Minneapolis, MN, US

Job Title: Marketing & Communications Specialist, Senior - Marketing & Communications and Requisition ID number: 79110

Close Date: 11:59 PM on 07/25/2021

Organizational Unit: Marketing & Communications

FTE: 1.0 FTE - 40 hours/week; this is based on full-time equivalency with 1.0 being full time

Resume and Cover Letter are mandatory to apply for any position.

SUMMARY

Under general supervision, develops and executes digital and multimedia communications; works with collaborators and community-based organizations utilizing appropriate multimedia tools and strategies to strengthen the District’s reputation and brand.

ESSENTIAL FUNCTIONS -- Essential functions, as defined under the Americans with Disabilities Act, may include any of the following representative duties, knowledge, and skills. This list is ILLUSTRATIVE ONLY, and is not a comprehensive listing of all functions and duties performed by incumbents of this class. Employees are required to be in attendance and prepared to begin work at their assigned work location on the specified days and hours. Factors such as regular attendance at the job are not routinely listed in job descriptions, but are an essential function. Essential duties and responsibilities may include, but are not limited to, the following:

Maintains, updates, and expands current marketing, communications and information sharing approaches utilizing multiples tools to include videography and other multimedia platforms.

Creates and produces a variety of video, graphic and written materials in support of departmental and District-wide activities; produces a variety of materials and formats to support in-house information efforts and external educational and marketing activities.

Brainstorms ideas, suggests appropriate technology to complete marketing tasks, and coordinates with department head to modify campaigns and measure the progress of marketing projects.

Collaborates with the members of the communications and engagement teams.

Coordinates planning and implementation of videography projects including scope, goals and deliverables in collaboration with stakeholders.

Evaluates marketing programs and develops recommendations for changes and improvements; collects and analyzes data, and develops recommendations to improve marketing quality.

Supports engagement and outreach efforts in affiliate communities.
Ensures marketing and promotional efforts are on brand and effectively communicating value to customers.

Contributes to the efficiency and effectiveness of the Office of Communications, Engagement & External Affairs customer service by offering suggestions and directing/participating as an active member of a work team.

Presents recommendations and ideas to leadership to drive strategic decision making.

Demonstrates courteous and cooperative behavior when interacting with students, clients, visitors, and MPS staff; acts in a manner that promotes a harmonious and effective workplace environment.

Enthusiastically promotes the Superintendent’s goals and priorities in compliance with all policies and procedures.

Maintain absolute confidentiality of work-related issues, records and MPS information.

MINIMUM QUALIFICATIONS

Education, Training and Experience Guidelines

Bachelor’s degree in marketing, communications, public relations, or a closely related field, AND five (5) years of experience in marketing, specifically in education or non-profit; OR an equivalent combination of education, training and experience as determined by Human Resources.

Knowledge of:

Principles, practices, materials and techniques of conventional and computerized video design and production.

Principles and techniques of preparing effective written and video informational or educational materials.

Principles and practices of public relations, marketing, recruitment strategies and public communications.

Strategic marketing campaigns and marketing analytics.

MPS policies, process and procedures.

Principles of record keeping, records management, and management of records.

Customer service principles, protocols, and methods that include responding professionally, effectively, and efficiently to customer service requests.

Skill in:

Communicating with an equity lens.

Using computer-aided graphics and desktop publishing hardware and software.

Accurately proofing a variety of graphic and written materials.
Video editing and script writing.

Using initiative and independent judgment within established procedural guidelines.

Analyzing data and recommending effective solutions.

Assessing and prioritizing multiple tasks, projects and demands.

Establishing and maintaining effective working relationships with co-workers, leadership and stakeholders.

Operating a personal computer utilizing a wide variety of specialized software.

Communicating effectively verbally and in writing.

Providing effective customer service, and dealing tactfully and courteously with the public.

Understanding and maintaining highest level of confidentiality.

LICENSE AND CERTIFICATION REQUIREMENTS

A valid Minnesota State Driver’s License may be required.

Bargaining Unit: AMP I Grade: 58 I Salary: From $67,019 per year I FLSA Status: Exempt

MPS Offers a Desirable Benefits Package!

Pension (Employee Contribution) with District Match

MN Deferred Compensation

Eleven (11) Paid Holidays in addition to Paid Time Off

EAP (Employee Assistance Program) access to free, confidential consultation with counselors in the areas of personal and work concerns, family issues, legal concerns, financial issues, dependency issues, and community resources.

LegalShield/IDShield access to legal advice; ability to talk to lawyers on any personal matter without high hourly costs; Will/Living Will preparation, Health Care Power of Attorney, and much more!

Wellness and Fitness Programs

Medical, Dental and Vision Plans

Flexible Spending Account Options

and More!

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

Work is performed in a standard office environment which requires occasionally lifting such articles as file boxes or heavier materials with help from others and/or lifting and carrying light objects frequently. A job in this category may require walking or standing to a significant degree or may involve sitting most of the time with long periods of computer work and heavy phone usage.