

Mid-Minnesota Development Commission

Communications Specialist/Office Assistant

Job Title: Communications Specialist

FLSA Status: Non-Exempt

Salary Range: \$42,499 to \$55,429 yearly

Work Hours: Full-Time

Hiring Range: \$42,499 to \$48,771 yearly, depending on experience and qualifications.

Reports To: Executive Director and Finance Director/Office Manager

Position Description:

To be a true partner for progress for our four-county region (Kandiyohi, McLeod, Meeker, and Renville Counties) the Mid-Minnesota Development Commission (MMDC) must strategically foster open, two-way communication between our residents, businesses, partners and other stakeholders. Reporting directly to the executive director, the communication specialist is responsible for the overall brand management, communications strategy, and organizational document review for the MMDC. The communications specialist must be creative and enjoy working in a small, entrepreneurial environment that is results-driven and community-oriented. The ideal individual will have the ability to exercise good judgement in a variety of situations, possess strong written and verbal communication, and have the fortitude to manage an often-varied workload while meeting tight deadlines.

Core Roles and Responsibilities (Goal of approximately 70 percent of time):

- Works with Executive director to develop/update an agency communications plan and style guide.
- Manages the organization's overall brand through the communications plan and style guide.
- Assists all MMDC staff with document editing/proofing/wordsmithing.
- Leads the plain language initiative for the organization to make public facing documents easier for the public to read, understand, and use.
- Administers the organization's social media channels including Facebook, Twitter, LinkedIn, YouTube and Constant Contact.
- Develops and sends a regular electronic newsletter for the MMDC.

- Creates and manages content for MMDC's printed ads, radio scripts, website, letters, presentations, and social media.
- Designs organizational publications, such as the annual report, through content creation, layout and graphic design.
- Develops press releases/media advisories and fosters relationships with local and state media.
- Electronically monitors news reports for relevant information for the organization and media mentions using tools such as Google Alerts.
- Develops messaging for MMDC commissioners, staff, and strategic partners.
- Assists in the development of innovative engagement opportunities for citizens, partners and stakeholders such as public input meetings.

Additional Roles and Responsibilities (Goal of approximately 30 percent of time):

- Serves as a first point of contact for visitors, projecting a positive image, routing calls and providing referrals to other staff, as needed.
- Assists with routine office tasks/clerical duties (e.g. checking, processing, and distributing mail, maintaining a postage log).
- Assists with meeting organization (e.g. scheduling, preparing packets, reserving and preparing rooms, arranging caterers).
- Assists Finance Director with bank deposits, month-end transactions, and other finance-related tasks.
- Performs other related duties as assigned or apparent.

Qualifications:

- Utilization of proactive approaches to problem-solving with strong decision-making capability.
- Highly resourceful team-player, with the ability to also be extremely effective independently.
- Proven ability to handle confidential information with discretion, be adaptable to various competing demands, and demonstrate the highest-level of customer service and response.

- Ability to meet deadlines in a fast-paced environment.
- Forward-thinker, who actively seeks opportunities and proposes solutions.

Required Skills:

- Degree or significant experience in communication studies, business marketing, public relations, or a related field.
- Proficient in Microsoft Office (Outlook, Word, Excel, and PowerPoint) and Adobe Creative Suite.
- Extensive social media experience in Facebook, LinkedIn and Twitter.
- Experience using WordPress for website maintenance, or ability to gain high-level skills within 60 days of hire.
- High-level written and verbal communication skills, as well as creative writing ability to make content (e.g. grant funding announcements) interesting.
- High-level proof reading skills for both grammatical errors and content flow.
- Experience and interest in internal and external communications, partnership development, and event planning.

Working Conditions

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. However, reasonable accommodations will be made to enable individuals with disabilities to perform the essential functions.

MMDC's Communications Specialist will primarily participate in office-based work at our location on the MinnWest Technology Campus in Willmar. Frequent sitting or occasional standing may occur for extended periods of time. Regularly uses a vehicle to travel within and, very occasionally, outside of service area for meetings, training, and other events (typically within the State of MN). Will use near, distance, and color vision, sense of touch/fine motor skills, and hearing to perform computer and other job tasks. Will use fine and large motor movements at times. The MMDC Communications Specialist must regularly lift and/or move up to 10 pounds, and occasionally lift and/or move up to 30 pounds.

In addition to office-based work, some home-based work will be supported, when practical and contingent upon productivity. Selected candidate must be able to perform reliably in both independent and team settings.

Benefits Package

Employee benefits include health insurance, health savings account with employer contributions, pre-tax flexible spending account, life insurance, PERA retirement benefit, paid holidays and vacation time, sick leave, and additional voluntary benefits available. MMDC employees also enjoy flexible scheduling, contingent upon productivity, and a family-friendly environment. All MMDC staff also have access to the various amenities of the MinnWest Technology Campus, which include a fitness center, swimming pool, and gymnasium. A cafeteria/restaurant and childcare facility can also be found on the campus (employee responsible for all associated costs).

Other

The MMDC is an “at-will” employer. This means that either the MMDC or the employee has the right to terminate the employment relationship at any time.

This job description does not constitute a written or implied contract for employment.

The MMDC is an equal opportunity and veteran-friendly employer.